SATURDAY NIGHT

Gisele on Hollywood

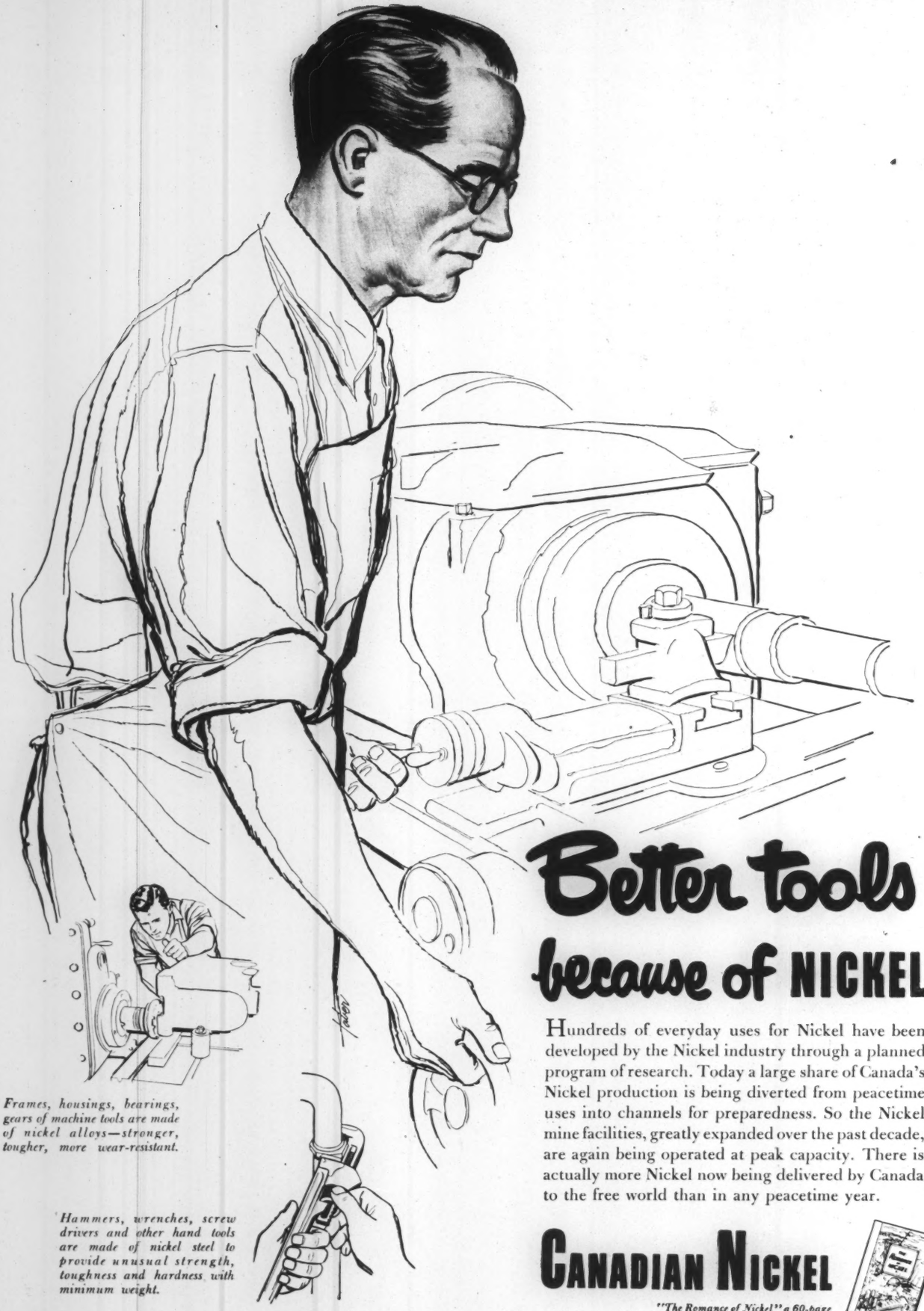
By GISELE

Are the PC's Coming Up?

By MICHAEL BARKWAY

NOVEMBER 24, 1951 VOL. 67, NO. 7

10c



Frames, housings, bearings, gears of machine tools are made of nickel alloys—stronger, tougher, more wear-resistant.

Hammers, wrenches, screw drivers and other hand tools are made of nickel steel to provide unusual strength, toughness and hardness with minimum weight.

Better tools because of NICKEL

Hundreds of everyday uses for Nickel have been developed by the Nickel industry through a planned program of research. Today a large share of Canada's Nickel production is being diverted from peacetime uses into channels for preparedness. So the Nickel mine facilities, greatly expanded over the past decade, are again being operated at peak capacity. There is actually more Nickel now being delivered by Canada to the free world than in any peacetime year.

CANADIAN NICKEL

"The Romance of Nickel" a 60-page book fully illustrated, will be sent free on request to anyone interested.

INCO

THE INTERNATIONAL NICKEL COMPANY OF CANADA, LIMITED, 25 KING STREET WEST, TORONTO

Created by a distinguished English House for men who revel in the pure joy of really fine tobacco

Balkan Sobranie
smoking mixture

London-Fresh in hermetically-sealed tins at all better tobacconists and department stores.

Balkan Sobranie Cigarettes are now obtainable for particular smokers who know and appreciate the quality blend of a better cigarette.

African Violets

One customer reports 70 established plants from one packet of seed and many report plant counts over 50. One customer had 46 plants in bud 7 months from sowing. You too can easily grow these lovely and fascinating plants from seed with variations of form and color in most every planting. Cultural folder free with order. This rare seed is available for immediate delivery at $1.00 per packet.

FREE OUR BIG 1952 SEED AND NURSERY BOOK

DOMINION SEED HOUSE
GEORGETOWN ONT

SATURDAY NIGHT

THE CANADIAN ILLUSTRATED WEEKLY
Established 1887

Vol. 67 No. 7 Whole No. 3055

CONTENTS

FEATURES

WHAT DID WE VOTE FOR IN 1926? ..... B. K. Sandwell 4
REFEREES AND SPORTSMANSHIP ..... Joe Breen 9
ARE THE PC'S COMING UP? ..... Michael Barkway 11
WHAT'S "SIN" TO CANADA'S CENSORS? ..... Frank Morriss 12
THEY SHOWED ME ANOTHER CANADA ..... Lotta Dempsey 13
FOOTBALL'S FINALE—THE GREY CUP CLASSIC ..... Kimball McIlroy 14
IKE SAYS DANGER PEAK IN '52 ..... Willson Woodside 15
SUDAN GRAB BOOMERANGS ..... Flora Lewis 19
MANITOBA IS READY—*AND WAITING* ..... Carlyle Allison 23
ECONOMICS OF DESTRUCTION ..... John L. Marston 27
CANADA CAN AID BRITISH RECOVERY ..... P. M. Richards 29
MERCY IN THE NORTH COUNTRY ..... Douglas Leechman 43
MODERN SERMON IN STONE ..... Paul Duval 44
WHAT HAS HOLLYWOOD DONE TO GISELE? ..... Gisele MacKenzie 45
TICKETS FOR TOPERS ..... Will Barker 46
THAT BEAUTY TIE-UP ..... Mary Lowrey Ross 51

DEPARTMENTS

Art 44
Books 40
Business 23
Crosswords 47
Editorials 6
Films 38
Letters 9
Lighter Side 51
Music 36
National Round-Up 17
Ottawa View 2
People ..... IBC
World Affairs 15
World of Women 45

BEHIND THE SCENES

NEXT ISSUE: WHAT MAKES A PARENT DESERT? What machinery is there for catching a husband who skips out and thinks he has ducked the responsibility of his family? How many missing husbands are there? The SATURDAY NIGHT writer visited, with social workers, homes where desertion has struck; talked to government and welfare workers on how this growing menace in Canadian society is being met . . . Mona Clark, editor of *Gossip*, tells why more women should go into business for themselves . . . Lyn Harrington reports on "Shack College," the amazing University built in Saskatchewan on a shoestring . . . Are the consumers of Canada, by "waiting and seeing" about prices, putting a squeeze on high prices? asks Michael Young in a Business article . . . Fraser Robb talks about the Maritimes' only French Canadian newspaper, Dorothy Livesay about a British Columbian who champions Canadian poetry.

COVER: Thanks to medical science and to the cooperation of a handful of RCAF outposts in the Far North, some of Canada's remotest citizens are being given a new lease of life. And in the most distant Eskimo outpost, life for such people as EDA KIBOAK and GEORGE ATKOT—who live on the rim of the Queen Maude Gulf—is now more than a fight for simple survival. See Page 43.—*Photo by Richard Harrington.*

EDITOR EMERITUS
B. K. Sandwell
EDITOR
R. A. Farquharson
MANAGING EDITOR
John Yocom
ASSOCIATE EDITORS
Michael Barkway (Ottawa), P. M. Richards (Business), Willson Woodside (Foreign).
ASSISTANT MANAGING EDITOR
Herbert McManus
WOMEN'S EDITOR
Bernice Coffey
ASSOCIATE EDITORS
Melwyn Breen, Margaret Ness, Kenneth G. Roberts, Hal Tracey, Michael Young.
CONTRIBUTING EDITORS
Peter Donovan (London), John Dunlop, Paul Duval, Wilfrid Eggleston, Marjorie Thompson Flint, R. L. Hoadley (New York), Kimball McIlroy, J. E. Parsons, Mary Lowrey Ross.
Hazel Watson (Editorial Secretary), Marjorie Budd (Editorial Assistant)
C. N. Foy ..... Advertising Sales Manager

SUBSCRIPTION PRICES: Canada, Great Britain and all other parts of the British Empire $4.00 one year; $6.00 two years; $8.00 three years. United States and possessions, Mexico, Central and South America, France and Spain, add $1.00 for each subscription year to Canadian price. All other countries add $2.00 for each subscription year to Canadian price. Newsstand and single issues 10c.

Advertising contracts are solicited and accepted by this business office or by any representative of SATURDAY NIGHT subject to Editorial approval as printed in our contract form. The Editors reserve the right to reject any contract accepted by the business office, its branch offices or its advertising staff—to cancel same at any time after acceptance — and to refuse publication of any advertising thereunder at any time such advertising is considered by them unreliable or otherwise undesirable. Authorized as second class mail, Post Office Department, Ottawa.

Published and printed by
CONSOLIDATED PRESS LIMITED
Birks Building, Montreal, Canada

Editorial and Advertising Offices:
73 Richmond Street W., Toronto 1, Canada

M. R. Sutton, President; Roydon M. Barbour, Executive Vice-President; E. R. Milling, Vice-President; D. W. Turnbull, C.A., Secretary-treasurer and Comptroller.

John F. Foy ..... Director of Circulation
E. M. Pritchard ..... Director of Production

VANCOUVER, 815 W. Hastings St.; NEW YORK, Room 512, 101 Park Ave.; LOS ANGELES 13, 427 West 5th St.; LONDON, England, 16 Evelyn Mansions, Carlisle Place, S.W.1.

Your 1 Choice of 3
EMPRESS OF SCOTLAND CRUISES

TO THE
WEST INDIES
AND
SOUTH AMERICA

Virgin Islands, Barbados, Venezuela, Cuba . . . magic names come to life on your Empress of Scotland cruise! Thrillingly different things to see and do . . . plus gay, luxurious shipboard life . . . swimming, dancing, deck sports, night club entertainment. Above all, that wonderful food and fine hospitality for which Canadian Pacific is famous. No passports or visas needed.

Leaving New York:

- Two 16-day cruises, Feb. 1 & Mar. 8—St. Thomas, Bridgetown, La Guaira, Curacao, Cristobal, Havana. $420 up.
- One 14-day cruise, Feb. 20—Kingston, La Guaira, Curacao, Cristobal, Havana. $368 up.

Information and reservations from your own travel agent or any Canadian Pacific agent.

Canadian Pacific

Dominion and Provincial
Government Bonds
Municipal Bonds
Public Utility
and
Industrial Financing

DOMINION SECURITIES
CORPN. LIMITED
Established 1901
Offices in principal Canadian cities
New York and London, England
50 King Street West, Toronto, Canada

DOMINION SECURITIES
COMPANY
Members: THE TORONTO STOCK EXCHANGE
in Montreal
WHITE & HALDENBY
Members
MONTREAL STOCK EXCHANGE
MONTREAL CURB MARKET

This is the Gin
IMPORTED FROM LONDON, ENGLAND

By Appointment
Gin Distillers
to H.M. King George VI
Tanqueray, Gordon & Co. Ltd.

Quality Incomparable

Gordon's
Stands Supreme
TANQUERAY, GORDON & CO., LTD.
. . . the largest gin distillers in the world
66E

OTTAWA VIEW

COMBINES: GREEN, AMBER, GREEN

by Michael Barkway

THE Government's plan to stop manufacturers from fixing retail prices has been a curious "stop, caution, go" operation. The green light for action to forbid resale price maintenance was turned on as long ago as the end of August. The Prime Minister himself was one of the chief movers in the matter, and both Abbott and Howe concurred. The interim McQuarrie Committee report —though it set out both sides of the case very fairly—fully supported the Government's inclination to legislate against price maintenance. Stuart Garson, with officials of the Justice Department and the Combines Investigation Branch, drafted a bill. The Speech from the Throne promised action.

Then the protests started pouring in from organizations and retailers who thought they would be hurt if price maintenance was made illegal. MP's were impressed. The green light changed to amber. The parliamentary committee was appointed.

But the light skipped red and changed straight back to green. St. Laurent and Garson, with the other chief ministers still in support, determined to get the committee hearings over quickly. They still meant to get a bill through Parliament this session. They chose Jimmy Sinclair, Abbott's outspoken parliamentary assistant, as chairman from the Commons side, and Senator Beaubien from the Senate side. Sinclair was determined to waste no time.

Axing Prices

NO ONE pretends that the end of resale price maintenance would be a major weapon against inflation. The Government has already got itself into some trouble for seeming to imply — in the Speech from the Throne—that this was its answer to high prices. St. Laurent made the implication even stronger in his first Commons speech this session. But quite obviously this particular axe is quite a long way from the root of the tree. It is not primarily designed as an anti-inflation measure, only secondarily and in this sense: It should at least let a little competition into an economy that is becoming desperately constipated for lack of it.

In a free economy, such as Canada claims to be, competition is the only way to make manufacturers, distributors and retailers get their prices down. In the sort of business conditions which now exist, an economy that was fully competitive ought to be reducing prices of its own volition. We have had bargain-sales of one kind and another, higher trade-ins, and various other selling devices, but remarkably few cuts in regular list prices.

In the United States, which is a more highly competitive economy, prices have moved. No one pretends that American manufactured goods are not cheaper than Canadian. But Canadian prices have stuck. The Government has been puzzling about how to "pull the plug."

The really drastic way — which would work overnight—would be to slash some tariffs. When American refrigerators started underselling domestic products this summer, the Canadian manufacturers came to Ottawa for more protection. They got a flat denial. They were told they would get nothing beyond the present tariff of 20 per cent (with the 25 per cent excise and sales tax assessed on the full duty-paid value). One Canadian manufacturer then lopped $50 off his refrigerators. But there is still an American refrigerator being sold here which could be brought down very substantially in price if the distributor was prepared to "pull the plug."

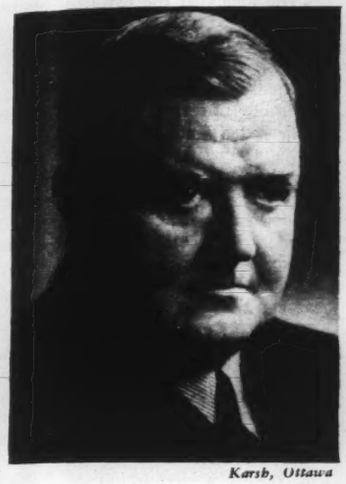
Reduction of tariffs would cure the disease, all right. But it might kill the patient. Ottawa knows very well that some manufacturers are barely breaking even now because of high costs. Quite a number of firms—it's difficult to know precisely how many—have had to go into short-time. Unemployment will almost certainly be higher this winter than it was last winter.

In industries like this there is not much chance of reducing prices at the manufacturing level. Abolition of price maintenance might at least reduce them at the retail level to the benefit of both manufacturer and consumer.

In a good many other cases it does not appear at all certain that manufacturers could not cut prices. But the difficulty about Canada, as compared with the U.S., is its smallness. In the United States dozens of manufacturers are competing in most lines of consumer goods. In Canada, time after time, you find that four or five manufacturers control the greater part of the trade. It doesn't need a formal combine in restraint of trade to prevent much genuine competition in

—Collins in Montreal Gazette
NOT MUCH OF A POLICE CAR

ROYAL BANK VICE-PRESIDENT



Karsh, Ottawa

James McGregor Stewart, C.B.E., K.C., of Halifax, whose election as a Vice-President of The Royal Bank of Canada is announced. Mr. Stewart has been a Director of the bank since 1931. He is Chairman of the Board of Mersey Paper Co. Ltd., and Maritime Steel & Foundries Ltd., Vice-President of the Nova Scotia Light & Power Co. Ltd., National Sea Products Ltd., and Moirs Limited, and a Director of a number of important companies including Canada Cement Co. Ltd., Brandram-Henderson Ltd., Montreal Trust Company, United Service Corporation Ltd., and Sobey's Stores Ltd. *

GET THAT PICTURE WITH A WORLD FAMOUS BOLEX MOVIE CAMERA

You can't miss with a Bolex—simplified automatic threading, full reverse wind, eye level focus and many other highly developed Bolex features make it easy and simple to take movies the Bolex way under almost any weather conditions.

2 MODELS H8-H16

At all good Camera Stores—or write for Illustrated Folder to Dept. SN. 12

GARLICK FILMS LTD.
201 NIAGARA ST., TORONTO 2B, ONT.
12

NORANDA MINES, LIMITED

DIVIDEND NOTICE

NOTICE is hereby given that an interim dividend of One Dollar ($1.00) per share, Canadian funds, has been declared by the Directors of Noranda Mines, Limited, payable December 15th to Shareholders of record November 15th, 1951.

By Order of the Board,
C. H. WINDELER,
Secretary.

Toronto, Ontario,
November 8th, 1951.

such cases—particularly if the manufacturer also controls retail prices.

Similarly at the retail level, the number of outlets handling a given product in the U.S. is so great that a manufacturer has difficulty policing them all to enforce price maintenance. In Canada it's never difficult to put the finger on any retailer who doesn't "play ball."

Therefore, argue the proponents of this legislation, competition is sometimes stultified right down the line from the manufacturer to the consumer. If the law can enforce competition at any stage—even the retail one — it is better than having no competition at all.

Druggists' Fight

THE PARLIAMENTARY committee will get the benefit of some highly organized pressure groups. The druggists are being asked to contribute $10 each to a "fighting fund." The Canadian Pharmaceutical Association, with manufacturers, wholesalers, retailers and all, is planning a campaign of advertising and lobbying. The editor of the *Canadian Pharmaceutical Journal,* writing under the heading "We Will Fight With Everything We Have," worked himself up to the conclusion that "a principle of democracy is at stake, and we must not let the government ignore it or trample on us."

It is going to be difficult to get well-informed evidence on the other side. Consumers are more numerous than the traders; but they lack the organization, the finance and the detailed knowledge of trade practices. The brief of the Canadian Association of Consumers will be important.

The Pharmaceutical Association estimates that more than 60 per cent of druggists' business is in price-controlled products — "controlled," that is, not by the Government but by the manufacturers. In the Commons members estimated the total grade affected variously between 4 per cent and 15 per cent. But it's much higher than that. Probably more than one-third of the things that you and I buy are sold at "maintained prices."

Particular examples of exorbitant profit margins resulting from price maintenance may be brought out in the hearings; but the main argument is not there. It is that once a manufacturer fixes prices, the tendency of the organized retailers is to demand higher margins and be satisfied with lower turnover. Where retail prices are competitive, they have to take lower margins and try for bigger turnover.

In the drug business retailers were aiming 15 years ago at a margin of 50 per cent on cost. Today they are aiming at 66 2/3 per cent. No doubt their costs have risen meanwhile. But in the grocery business, where the competition of "super-markets" and low-cost selling methods is predominant, margins which used to be about 10 per cent or 12 per cent are now in the neighborhood of 6 per cent or 7 per cent.

It seems that this Parliament is going to have a real fight on its hands after all.

City of Toronto

A Gilt-Edged Investment

The City of Toronto, in the 117 years since its incorporation, has maintained its position as one of Canada's outstanding municipal credits.

In the past 32 years the City has retired over $331 millions of debenture debt without renewing or refunding any issue. We offer as principals—

City of Toronto

3¾% Debentures

Due November 1st, 1971

Price: 100 and interest

Denomination: $1,000

Despite a substantial population growth, the City's present gross debenture debt is 47% less than the debt outstanding at the end of 1932 and some 2% less than the debt at the end of 1918.

Descriptive circular available on request.

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver Halifax
Quebec Ottawa Hamilton London, Ont. Kitchener
Regina Edmonton Calgary New Westminster
London, Eng. Victoria Chicago New York

Good Companies All...

Great American Insurance Company New York

Great American Indemnity Company New York

ROCHESTER UNDERWRITERS AGENCY NEW YORK

AMERICAN ALLIANCE INSURANCE COMPANY NEW YORK

Your Possessions

The things you live with — your home, your business, your "stock in trade" — are all subject to loss through accident or circumstance beyond your control.

For your own sense of security, you should learn how easily you can be protected. Call in one of Great American's conveniently located agents — or see your own insurance broker — and get his ideas on a planned insurance program that will cover your needs.

HEAD OFFICE FOR CANADA

J. H. HARVEY, Manager
44 Victoria Street, Toronto, Ont.

BRANCHES IN

QUEBEC QUE. MONTREAL QUE. LONDON ONT. WINNIPEG MAN. VANCOUVER B.C.

A GROUP OF COMPANIES CONDUCTING BUSINESS ONLY THROUGH REPUTABLE LICENSED AGENTS AND BROKERS

MR. KING AND MR. MEIGHEN

What Did We Vote for in 1926?

by B. K. Sandwell

THERE must be other Canadians still living who voted in favor of a Mackenzie King candidate in 1926 (as did the writer of this column) without the slightest intention of thereby establishing a constitutional rule that the Crown cannot refuse a dissolution to a Prime Minister in any circumstances whatsoever. If there are, we should be glad to hear from some of them, for the *Winnipeg Free Press* is back again with the statement that the election of 1926 "permanently removed" all doubts about this alleged limitation on the royal prerogative "so far as Canada is concerned and doubtless for all the Commonwealth nations."

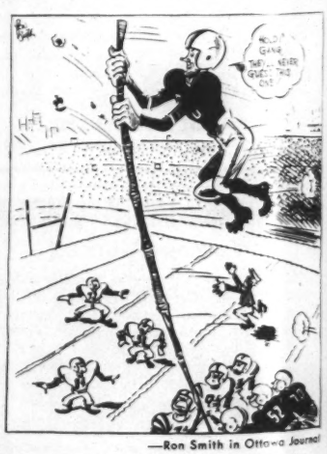
—Don McKague

B. K. SANDWELL

The idea that the royal prerogative can be altered "for all the Commonwealth nations" by a Canadian election in which a very inadequately informed electorate voted on a considerable number of other issues as well as the conduct of Lord Byng has never seemed to us very logical, and we should be reluctant to see the royal prerogative for Canada either extended or reduced by the result of a similar election in Australia or South Africa—or for that matter in Prince Edward Island, which would so far as we can see be just as conclusive.

THE IDEA that the royal prerogative could be altered by the 1926 election implies obviously that those who did not wish it to be altered were obligated to vote for a Meighen candidate, and that the power of the Crown to refuse a dissolution to a Prime Minister could be maintained only by a majority of the Canadian electorate voting for Meighen candidates, or at least by the Canadian electorate electing a House of Commons with a majority of Meighen supporters. The writer of this column did not at that time desire to have Canada governed by the party of Mr. Meighen, not in the least because Lord Byng had refused Mr. King a dissolution, but because of a great many other reasons which appeared valid to us at the time. As a matter of fact it never occurred to us that we were changing the British constitution by voting for a candidate of Mr. King. We thought that we were merely trying to secure for Canada what appeared to us to be the better of two possible Governments; we preferred Mr. King's general policies to the general policies of Mr. Meighen, and we thought we were free to vote for Mr. King's general policies without thereby establishing a new rule of constitutional practice.

AS A MATTER of fact, there was one element in the situation that, if we had fully realized its importance, might have led us to vote against Mr. King's candidate in spite of our preference for Mr. King's policies; and there may have been other voters who would have felt the same way if the matter had been adequately presented to them. This element was the unprecedented character of Mr. King's ac-



—Ron Smith in Ottawa Journal

A NEW KARPUK CAPER

Here's the satisfaction you'll receive

When you install Frigidaire Refrigeration or Air Conditioning

A Food Store says:

"We count on Frigidaire to cut costs and keep our perishables fresh to the fullest extent . . . to keep customers satisfied and our business prosperous" —Edgar Mailhot Ltd., Montreal, Que.

A Biscuit Manufacturer says: "Our Frigidaire refrigeration has served us economically for many years. The Frigidaire equipment in our cold box and packing room gives us perfect control and complete, satisfactory cooling of our chocolate goods."— G. J. Hamilton & Sons Ltd., Pictou, N.S.

A Farmer says:

"I had never stopped to realize how faithfully my Frigidaire equipment has served me until my walk-in storage cooler needed attention for the first time since I bought it seventeen years ago"—Harry M. Dewar, Red Head, N.B.

A Restaurant Chain says:

"We keep a running record of our refrigeration maintenance and are very satisfied with our Frigidaire equipment"—Murray's Restaurants Limited.

A Florist says:

"Frigidaire's constant temperatures and correct humidity conditions keep our flowers at full freshness longer . . . and our saving in refrigeration expense is very considerable." Adams Flowers Co., Limited, Toronto, Ont.

A Locker Plant says:

"Refrigeration is the heart of a frozen food plant . . . our Frigidaire refrigeration gives excellent, trouble-free performance . . . operates efficiently and economically." Hanna's Frozen Foods, Calgary, Alta.

A Telephone Company says:

"Our Frigidaire Air Conditioning System gives our operators perfect working conditions . . . protects thousands of dollars worth of delicate machines and switchboards . . . is satisfactory in every respect."— New Brunswick Telephone Co., Moncton, N.B.

These are but a few of the types of businesses served by Frigidaire Refrigeration and Frigidaire Air Conditioning. No matter what *your* particular cooling requirement may be, it will pay you to take advantage of the "know-how" that is the result of Frigidaire's long leadership. Your operating costs will reflect the benefits in dependable performance, long life and economy that go with "A Product of General Motors". Consult your local Frigidaire Commercial Refrigeration Dealer now.

FRIGIDAIRE REPRESENTATIVES BLANKET CANADA

A carefully built distributing organization serves Frigidaire customers in every square mile of Canada. Skilled factory-trained personnel are available everywhere for prompt, efficient service.

FRIGIDAIRE

Products of Canada Limited, Leaside, Ontario

FRIGIDAIRE IS MADE ONLY BY GENERAL MOTORS

CALL OR WRITE YOUR NEAREST FRIGIDAIRE HEADQUARTERS LISTED HERE

ST. JOHN'S, Nfld. — Baine, Johnston & Co., Ltd.
HALIFAX, N.S. — R. Simpson Eastern Ltd.
NEW GLASGOW, N.S. — J. O. MacLeod
SYDNEY, N.S. — C. P. Moore Limited
TRURO, N.S. — Goodspeed-Millard Appliances Limited
WOLFVILLE, N.S. — G. D. Denton, Box 160
CHARLOTTETOWN, P.E.I. — R. T. Holman Limited
SUMMERSIDE, P.E.I. — R. T. Holman Limited
FREDERICTON, N.B. — Oswald E. Merrithew
MONCTON, N.B. — Lounsbury Company Ltd.
SAINT JOHN, N.B. — Refrigeration Service Ltd.
MONTREAL, Que. — Triangle Refrigeration Co.
NORANDA, Que. — Eder Refrigeration
QUEBEC, Que. — Vandry Inc.
SHERBROOKE, Que. — Paul Leprohon
H. C. Wilson & Sons
THREE RIVERS, Que. — Alphonse Rousseau
BRANTFORD, Ont. — Maich Refrigeration
CHATHAM, Ont. — Erie McDonell Sales & Service
COBOURG, Ont. — Lyle Motor Sales
HAMILTON, Ont. — Refrigeration Sales & Service
HUNTSVILLE, Ont. — Olan Bros.
KINGSTON, Ont. — W. W. Hawley Limited
KIRKLAND LAKE, Ont. — A. M. Siegrist
KITCHENER, Ont. — Halwig Motors Limited
LONDON, Ont. — Stone-Stewart Limited
NORTH BAY, Ont. — Consolidated Electric Shop
OSHAWA, Ont. — Hugh Morrison Home Appl.
OTTAWA, Ont. — Federal Appliances Ltd.
SAULT STE. MARIE, Ont. — Hannah Electric
ST. CATHARINES, Ont. — A. A. Widdicombe & Son
SUDBURY, Ont. — Wm. Hamilton Electric Ltd.
TIMMINS, Ont. — Earl Hurst
TORONTO, Ont. — Circle Refrigeration Ltd.
WINDSOR, Ont. — T. W. Savill
WINNIPEG, Man. — J. H. Ashdown Hardware Co., Ltd.
REGINA, Sask. — J. H. Ashdown Hardware Co., Ltd.
SASKATOON, Sask. — J. H. Ashdown Hardware Co., Ltd.
CALGARY, Alberta — Bruce Robinson Electric Ltd.
EDMONTON, Alberta — Bruce Robinson Electric Ltd.
VANCOUVER, B.C. — McLennan, McFeely & Prior Limited

Aerial Survey

219 DAYS = 475 HOURS

In taking her place among the great nations of the world, contributing heavily to both International Defence and Technical Assistance, Canada's need for self-development has touched off a tremendous programme of exploration. Foreseeing the need, Canadian mappers have long worked to provide maps at scales adequate for defence planning and exploration for new resources (4 miles to 1 inch or larger). Their record of achievement is outstanding in a country so large (3½ million square miles) and so thinly populated (density in the Yukon and N. W. T. is 1 person to 60 square miles). Yet only one-fourth of the country has been charted at "planning" scales. Canada today needs maps more urgently than at any time in her history. Canadian cartographers, who have long been famous for their advanced methods, have been quick to develop and use many new tools to speed the exploration programme.

Primary steps in Canada's mapping programme are air photography and "ground control"—the grid of known geographic positions and elevations that form the nucleus of the topographic map. Until 1948, ground control—secured by triangulation sighting from high-point to high-point—had been exclusively a foot-slogger's job. In that year, the Canadian Government's Topographical Surveys Branch experimentally employed a helicopter to ferry ground surveyors and equipment to—or close to—their sighting "stations". Results of that experiment were encouraging but not decisive.

THE NEW EXPLORERS

It was during the past summer that utilization of helicopters provided results not only decisive, but little short of spectacular. Operating away from base over rugged Yukon territory, two Hiller 360's lifted ground crews and equipment in a day-long camp-to-station and station-to-station shuttle service, precisely planned in advance each night. The two 'copters, continuously employed for 219 days with only four days' unserviceability, racked up an impressive total of 475 hours flying time. *Surveyors were estimated to have completed 10 to 15 times the amount of ground control that could have been accomplished "infantry-style".*

The single pioneer 'copter used in 1948, as well as the two pace-setting Hillers, were operated by Kenting Aviation Limited, Oshawa, aircraft operating associate of The Photographic Survey Corporation Limited. Kenting helicopters have been employed both by the Topographical Surveys Branch and the Army Survey Establishment to speed vitally-needed mapping.

Informative publications dealing with air survey as an aid to exploration and development are available on request. Please write, on company letterhead, indicating field of interest, to:

The Photographic Survey Corporation Limited
1450 O'Connor Drive, Toronto, Canada

The
CHANTECLER
"One of Canada's Outstanding Resort Hotels"

45 miles north of Montreal
In The Laurentian Mountains

Reasonable daily rates, $9-$16.50, include meals. Our all-inclusive, snow-holiday weeks are attractive to individuals, families or groups of friends—$69-$83.

Why not plan to spend Christmas with us?

INQUIRIES ARE INVITED

Box 170, Ste-Adèle, Québec

Arthur B. Thompson, President — A. Emile Marin, Manager

tion in resigning office without affording the Crown any opportunity to secure a successor. It was this action that made it impossible for Mr. Meighen to refuse to accept office, for the Crown had to have a Cabinet even to advise dissolution, to say nothing of advising the other necessary acts which Mr. King's departure left hung up in the air. I do not suggest that Mr. King had not a constitutional right to resign without waiting for a successor, but no Prime Minister had ever done so before, and the action did involve an attitude towards the representative of the Crown, and towards the Crown itself, which had it been more fully understood at the time would probably have caused more widespread resentment. Had Mr. King retained office until Lord Byng had asked Mr. Meighen to take over, Mr. Meighen would have been free to decline if his judgment had so indicated; as it was he had no option but to accept.

THERE is another interesting possibility, which the *Free Press* manages to overlook. Mr. Meighen was for several days a duly and constitutionally installed Prime Minister of Canada; even the *Free Press* does not maintain that Lord Byng had not the right to grant him the seals of office; the Canadian electorate had not yet spoken and declared that the then sitting Parliament had not the right to exist because Mr. King had dissolved it. And if certain Progressive members had not changed their minds and withdrawn their support, Mr. Meighen could have gone on being the Canadian Prime Minister for perhaps three or four years.

The Progressives changed their minds chiefly because of the slightly absurd, but not necessarily unconstitutional, device of the Acting Ministers; if the law regarding members taking office under the Crown had been then what it is today (thanks to a very sensible amendment) that device would have been unnecessary and the Progressives would probably have remained faithful. In that event there would never have been any election which could possibly be interpreted as a referendum on the question of constitutional procedure and the royal prerogative. Actually, therefore, it was a handful of Progressive members of Parliament who abolished the right of the Crown to refuse a dissolution when advised by a Prime Minister, if it was abolished at all.

REGARDED as history, the election of 1926 is not of any vast importance today except to historians. But the claim that it established a constitutional theory makes it the duty of all those who deny that theory to get up on their hind legs and protest whenever that claim is advanced. And the writer of this column happens to be one of those—they are pretty numerous—who think that the power of Prime Ministers has increased, is increasing, and ought to be diminished. And we can think of nothing more calculated to increase it than an absolute and indefeasible right of any Prime Minister in any circumstances to dissolve Parliament.

HE IS A FRIEND OF THE FAMILY...

unfortunately
(FOR HIM)

At this moment, Ralph wishes that he had never promised to look after Bob's estate. Bob is gone now . . . and Ralph is trying to solve the many complex problems that face an Executor . . . besides shouldering the full responsibility of two families.

Crown Trust can take that worried look from Ralph's face quickly. This dependable company, with a tradition of service, security and confidence is fully qualified to act as agent for Executors. Sound judgment, specialized knowledge and a keen sense of responsibility makes Crown Trust a skilled friend in need.

We will gladly explain, without obligation, how Crown Trust can relieve you of your obligations as an Executor in a friend's estate.

Write today for your free copy of the new Crown Trust Digest.

MORE THAN FIFTY YEARS OF FRIENDLY PERSONAL SERVICE

Crown Trust
COMPANY

TORONTO · MONTREAL · BRANTFORD · LONDON
WINDSOR · WINNIPEG · CALGARY · VANCOUVER

Haig & Haig
FIVE STAR

Don't be vague... SAY
Haig & Haig
SCOTCH WHISKY

Haig & Haig
PINCH

HAIG & HAIG IS SCOTCH WHISKY
AT ITS GLORIOUS BEST
... DISTILLED, BLENDED AND BOTTLED IN SCOTLAND ... T520

EDITORIALS

Newfoundland Election A Strange Spectacle

TWO PROVINCIAL ELECTIONS take place this weekend. We are not given to prophesy but we don't have much doubt that the Liberals will win in Newfoundland and lose in Ontario. Neither campaign has brought them much credit. In Ontario, Mr. Walter Thomson's campaign of promises has been outdone only by the flagrant misuse of the Toronto *Star's* news pages in his support. In Newfoundland Mr. Joe Smallwood's pretext for an election at this time is obscure.

Smallwood, who had 20 seats out of 28 at the time of dissolution, went to the people—or to such of them as could be reached at this time of year—for approval of his development program. The patent fact was that he had spent or committed a considerable part of the surplus he inherited from the Commission Government's years of careful housekeeping. Instead of waiting till somewhere near the end of his term, when some results from the development program might have shown, he chose to renew his mandate before any results could show. If this is a sign of faith in the projects he has launched, it is a very curious one.

The principle of a development program for Newfoundland is not seriously in question. The question is whether the schemes which Mr. Smallwood has launched, on the advice of Dr. Valdmanis, are soundly based; and his eagerness to have an election before the evidence was available is not calculated to inspire confidence. Doubts about his motives are all the more strengthened by the fact that he sprang the election so quickly that his opponents should have the shortest possible time for their campaign.

Electioneering in Newfoundland is not as simple as it is in most other parts of Canada. An energetic candidate cannot leap into his car and drive round his riding. He has to have a carefully prepared schedule of boat sailings, and an eye on the weather. It can hardly have been by accident that Mr. Smallwood sprang his election at a time when the weather is unfavorable and that he should have set polling day (next Monday) as early as possible.

We are not sure which should give Federal Liberals less satisfaction — Mr. Thomson's probable defeat or Mr. Smallwood's probable victory. Neither is edifying.

Ottawa and the Provinces

REGARDLESS of politics Canadians want to see provincial governments and the Federal Government work harmoniously together. The bickering between Premier Mitchell Hepburn and Ottawa was a major cause in Mr. Hepburn's forced retirement from public life. When Premier Leslie Frost inaugurated a policy of cordial cooperation with Ottawa after the strained relations of Mr. Drew's régime, there was general satisfaction.

Cordial relations are hard to retain if Federal ministers enter a provincial election battle. Both Liberals and Conservatives complained about Premier Douglas of Saskatchewan joining in the Ontario fight. This may have been unwise but attacks like that made by Health Minister Martin on a government with which he must conduct constant business relations, are much more serious.

GO 'WAY THIS MEANS YOU! — JIMMY GARDINER
NO TRESPASSING
SECURITY AREA
NO HUNTING ALLOWED
DEPT. OF NATIONAL DEFENCE
PRIVATE FISH & GAME
HOW DARE YOU THINK OF HUNTING HERE! DEPT. OF NATIONAL HEALTH AND WELFARE
POSTED AREA
KEEP OFF! OR ELSE!! — C.D. HOWE
PRIVATE PROPERTY — the CBC
PARLIAMENT'S ECONOMY HUNTING KIT
TO CUT GOV'T. SPENDING
TO FIRE SURPLUS EMPLOYEES
JOHN COLLINS

Harmonious relations between Ottawa and the provinces are far more important than any help a Federal minister can give to a provincial party.

Hospital Architecture

WE AGREE with Dr. Morris Fishbein that the day for marble foyers and costly knick-knacks in hospital construction is over but that is no reason why every new hospital should not be an architectural contribution to a community. Good lines cost no more than ugly lines and it is in the design of a building rather than the materials chosen that permanent satisfaction lies.

Dr. Fishbein made his statement at a meeting announcing a campaign to raise funds to complete the $6,750,000 Mount Sinai hospital in Toronto. At this stage of construction it would seem as if the new hospital would satisfy both those who appreciate good design and the eminent American authority who has been such a controversial figure in world medical circles.

Mount Sinai, just across impressive University Avenue from the Toronto General Hospital and the Hospital for Sick Children, promises to be architecturally the most attractive of the three great centres. The Toronto General is launching a campaign in January to raise $14 million for six new buildings and it is to be hoped that the architecture of the new buildings lives up to the medical reputation the hospital has achieved.

All buildings on University Avenue have to be of stone or buff brick and the plans now must pass a jury of architects.

The Will to Win

IS THE will to win resulting in general acceptance of any rule breaking which might help a team?

It is now several weeks since an Ottawa player defied the whole concept of sport by leaping from the bench to stop a touchdown play. What has happened since?

Mr. Karpuk was publicly commended by his coach for his ingenuity. His home town papers gave him a burst of the kind of publicity every player loves. Football authorities are closing the door to prevent some other player trying the same trick next year but Mr. Karpuk hasn't even had his wrist slapped.

Greedy professional sport seems ready to accept anything. Mr. Karpuk's defiance of the basic law of sportsmanship seems to have put him in a fair way to become one of the top football heroes of 1951 for the youth of the country to emulate.

The Broadcasting Lobby

ONCE again the parliamentary committee on radio broadcasting faces the persistent campaign to undermine the CBC's control over the private stations. The arguments have been thrashed out year after year. Year after year the Canadian Association of Broadcasters, instead of attacking the CBC, ends up by hearing a vigorous indictment of the private stations which are its members. Until this year it was able to claim, with some justification, that it was the party machine—the Liberal majority on the parliamentary committees—which brought about its condemnation and the support of the CBC. This year a new judge entered the scene in the form of the Massey Commission.

The Massey Commission was not an organ of the Liberal Government. It had the opportunity, and took it, to make a much more thorough enquiry into Canadian broadcasting than any of the parliamentary committees have been able to do. And its findings were in line with those of every other enquiry that has been made into the relative standing of the CBC and the private radio stations. At some point enquiry must have an end and policy

must be settled. Surely we have reached that point in respect of broadcasting in Canada. Instead of reopening the old arguments which have grown tedious with repetition, the Conservative members of the committee would do much better to concentrate on some constructive criticism.

There is certainly room for it. The CBC is very far from perfect. But constructive argument will only start from an absolute acceptance of the fact that the CBC is the national broadcasting authority, and that Canadian interests require the strengthening, rather than the weakening, of its influence over the commercial stations. The implementation of the Massey Commission's financial recommendations, on which the Government is to be congratulated, should put the CBC for the first time in the position in which it can feel reasonably free of financial worries. The thing that matters now is to see that it justifies this gesture of public confidence, and that the commercial interests of the private stations are brought more fully into line with the national policy which has been so frequently and so emphatically expressed.

Forgot His Striped Pants

CHESTER BOWLES, the new American ambassador to India, has made a hit in New Delhi. To begin with, having forgotten striped pants and morning coat in his eagerness to take up his post (a somewhat unlikely story, we fear) he borrowed the outfit of the Italian ambassador and had some to-do with the oversize trousers during the ceremony of presenting his credentials to President Rajenda Prasad.

On the more serious side, he moved his family into a smaller house than his predecessors had occupied, and has sent his three children to the local public school. This school is housed in tents; the Bowles children are the only Caucasians attending it; and they go by bicycle, not by embassy car. Even in meeting his own embassy staff, Bowles has confounded the protocolists. When the usual list of secretaries and attachés was shown to him he insisted that all junior personnel as well as the hired Indian staff should be invited to the party as well.

If all this is but a game, Ambassador Bowles will end by earning only scorn. But if he has prepared himself and his family to go through with such a policy, and persists in it as he goes about India, he could leave a deep impression of American informality and goodheartedness.

The Fight for Competition

IT CAN have been no surprise to the Government that its changes of mind on resale-price maintenance were widely interpreted as a retreat from its declared position. We still think that the resort to a parliamentary committee before the Government's legislation was even introduced was both a sign of weakness and a tactical mistake. It merely gives the organized supporters of resale-price maintenance—who consist mainly of those who benefit from it—an opportunity to muster their forces for a major political campaign. Those who wish to see the practice abolished—that is, mainly, the consumers who may suffer from it—are not, and cannot be in the nature of things, organized to mount a similar campaign.

From the way the parliamentary committee is going about its work, however, it is now clear that the Government does still intend to press for legislation this session. It would be unwise for ministers to repeat the mistake of representing this as an anti-inflationary measure. It would be extremely rash to assume that a new law against maintained prices can be universally, or even generally, enforced. But the very campaign being waged against it almost convinces us of its necessity.

It is significant, and rather shocking, that retailers who are opposed to the price maintenance which is now enforced on them should in many cases have been reluctant to give public evidence against the practice. But it is also significant that there should be small storekeepers as well as large ones who would like to have their hands freed for competitive operations. And it is very difficult not to believe that the consuming public would benefit if their hands were freed.

—Ting in The London Free Press

THE OVER-ENTHUSIASTIC ORGANIST

Cigarette Smuggling

WHEN Mr. Abbott increased tobacco taxes last April, his only reason was to get more revenue. *The Canadian Cigar & Tobacco Journal* now shows that the higher taxes have yielded the Government $8 million less revenue than the old taxes did in the same period last year.

While undoubtedly the high contribution Mr. Abbott expects smokers to make has caused some to give up smoking, the main reason for the decline in revenue is believed to be caused by increased smuggling of American cigarettes.

The answer seems obvious. As tobacco taxes are for revenue only, Mr. Abbott should cut his taxes and put the smugglers out of business.

Eternal Difference

A MONTHLY RELEASE from the Canadian Institute of Public Opinion—a body to whose services we are a faithful, if sometimes detached, subscriber — has revealed a fey hidden facet of its ordinarily sobersides nature. This month it paused in its pursuit as pulse-taker to the nation's views of Communism, liquor, potato peelers, crime investigations and so on, to pose a poetic question in what is basically a terribly unpoetic age: "What animal would you like to be most?"

This brought a pleasing image to our mind: a CIPO man, his clipboard wedged against his hip and his pencil poised, while a rugged machinist ponders, above the whine of a lathe, this question that has troubled, among others, a fellow named John Keats. Or we can see a housewife, arms akimbo, her broom neglected against the doorjamb, gazing dreamily into space, while a young woman unhurriedly waits to tick off an item in a predetermined list—we do not think the Canadian Institute of Public Opinion is caught napping.

Well, the results don't really surprise us: women show a preference for being birds; men for being dogs. There is, as usual, that uneasy little group of "Don't Knows" who want to stay just as they are: non-soaring, non-barking and presumably poll-proof humans.

But to us, the answers add nice little touches to the pictures we have in our mind's eye. We can see the machinist turning to the male poll-taker and saying the one word "Dog." No need for explanation. Their eyes meet in trust and sympathy (canine, not human) and the poll-taker goes softly on his way.

Same thing with the housewife and the female poll-taker. A quick glance at the sky, a clearing of the throat without embarrassment on either side, before the inevitable answer "Bird" is spoken. And if the family dog, poor creature, chances to be there, the women exchange a quiet glance whose meaning not even the CIPO can measure.

Jail Terms for Gamblers

BOOKMAKING has flourished for years in every Canadian city. Court convictions have made very little difference and the fines levied by courts have been accepted as license fees to continue in business.

The *Winnipeg Free Press*, checking court records, has found the case of one man convicted 22 times in ten years and each time fined exactly the same amount. A survey of Winnipeg police-court records shows that out of 200 convictions for illegal gambling jail sentences were given in only three or four cases.

British Columbia is changing the picture. The Attorney General has appealed cases where fines only were levied and the Appeal Court has substituted jail sentences.

Bookmaking, as various crime probes have shown, is far more serious than just an outlet for citizens who want to gamble. The bookmaking ring has become the centre of other widespread illegal operations. Jail sentences for repeaters is the only way to deal with a situation which is rendered so much more difficult by the fact that so many Canadians do not regard gambling as a crime. It would be infinitely preferable to legalize bookmaking with some measure of government control than to continue a system of fines accepted by the gamblers as their right to do business.

These "U.S. Views"

WE OFTEN wonder whether there is much to be gained by Canadian newspapers in printing, even if only as evidence of so-called "American opinion," some of the more inane utterances of the more inane columnists of the United States.

A person who signs himself Max Harrelson, and who sells a syndicated column to various American newspapers, wrote a definitely ill-mannered piece about the Quebec state dinner to Their Royal Highnesses, which was used by some Canadian newspapers — partly, no doubt, because it was included in a general service for which they were paying good American dollars.

The article annoyed a number of Canadians, even though it did appear under the heading "U. S. Writer's View," and we think they had a right to be annoyed. Mr. Harrelson is not the kind of American whose views need be of any particular interest to Canadians, and if they had to be paid for at so much per word all by themselves there is probably not a Canadian newspaper which would bother with them. This is just another case of the "block-booking" system which foists on us such a lot of things which we could quite gladly do without.

4 "ALL-EXPENSE" AIR TOURS TO Exotic Hawaii

Fly by "EMPRESSES OF THE AIR"

Now you can enjoy a wonderful holiday in Hawaii, see everything worthwhile, make the most of your time. No worries about bookings, no unforeseen costs. Whether you wish to stay 10 days, 15 days or 24 days among the several islands of the group, your transportation, hotels and sightseeing can be arranged in advance to the last detail—or with any variation you wish. Costs are low and payable in Canadian currency.

Also the shortest, fastest service, weekly to Tokyo and Hong Kong.

Information and reservations from any Canadian Pacific office or your own Travel Agent.

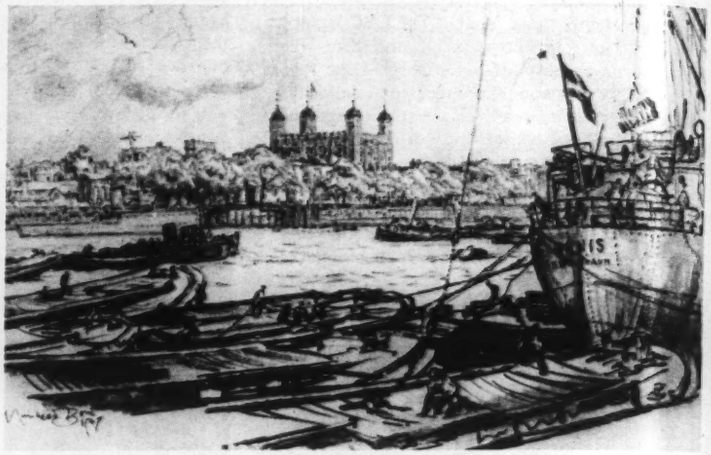
Canadian Pacific AIRLINES

The DOMINION of CANADA General INSURANCE COMPANY

LIFE - FIRE CASUALTY

PORTS OF CALL

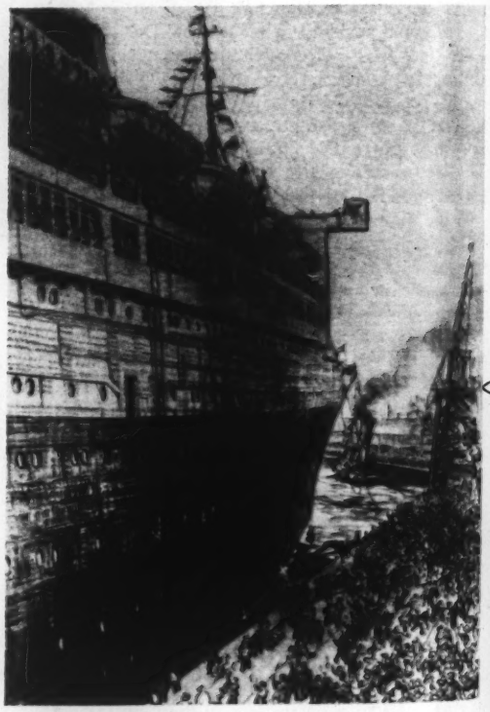
THE ENGLISH: THEIR COUNTRY



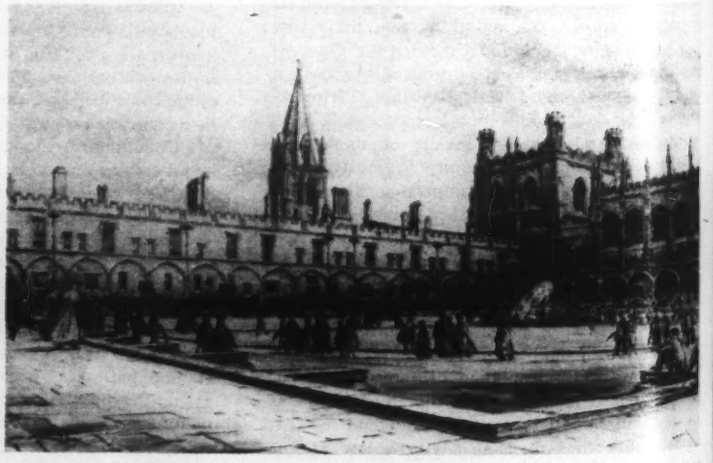
THE TOWER FROM THE POOL OF LONDON

by SIR MUIRHEAD BONE

ILLUSTRATIONS on this page are from "The English and their Country" a publication with text by Stephen Bone and issued for the British Council. In Canada through courtesy of the United Kingdom Information Office, Ottawa.



"QUEEN MARY" LEAVES SOUTHAMPTON



GREAT QUADRANGLE, CHRIST CHURCH, OXFORD

LETTERS: "WE WAS ROBBED!"

REFEREES AND SPORTSMANSHIP

TIME was when a football official was recognized as a respected being. Of course this was back in the good old days when football was regarded as a sporting event — when a team expected to win if it were good enough and to admit it had been outplayed when it lost.

My younger readers will scarcely be able to remember that far back, since even to me it seems long, long ago. Speaking with some intimate knowledge of our game of Football over the past 30 years or so, I trace with some reluctance, and even distaste, the gradual disappearance of anything like sportsmanship in football games. That dates from a time when the officials were important figures whose rulings were considered as final—and eminently fair for the most part, but at all events *final*—down to the present time when the officials and their rulings are considered to be a joke to players and fans alike.

Deliberate Bias

The strange part to me is that the average person honestly believes the officials to be incompetent. Players, too, seem to be encouraged to view the officials as incompetent and even deliberately biased. Yet, not one player in a hundred has more than an elementary knowledge of the rules, and not one fan in a thousand understands in the least what is legal and what is illegal. Indeed, many coaches have only the barest working knowledge of the rules, and in some cases this would be rank flattery.

I know this from my own experience, which I think is fairly typical of the average official. I played Canadian Senior Football for some ten years; I coached a senior team for six years; and I officiated in the Big Four for six years. Yet even until the very last day I officiated, I never failed to spend at least two hours a week, during the Season, reading and studying the Rule Book. How many fans or even players are there who have read the Rule Book *once?* The number of times I was criticized as incompetent, I try not to remember, yet I still feel I knew the rules inside-out — many times better than the critics. And while I am on the subject, let me include with those people who do not know the rules yet feel knowledgeable enough to criticize the officials, about 90% of the sportswriters who, every week, rant and rave about the "man in white" spoiling the game. It isn't the referees who need correction—it's the coaches and players who aren't enough interested in football to learn the rules and play the game accordingly.

Mind you, the official doesn't blow his whistle or horn for the fun of it. The game is much pleasanter for him if all hands observe the rules and play football according to the rule book. He blows the whistle only when the rule book obliges him to blow it. If a referee sees a foul committed, which he is supposed to call and does *not* call, the non-offending team would have every reason to protest.

Of course, I have seen errors committed by the officials: it could not be otherwise when there are so many men involved and so much to watch. As a player, I was on the receiving end of a few "punk" decisions myself. As an official I no doubt made a few mistakes too. Yet I think I can honestly say that in my own day as a player, and even up to a few years ago, the referee's decisions were not considered an important factor in the result of a game. Nowadays it is the common practice to blackguard the referee, and every lost game is blamed on the officials.

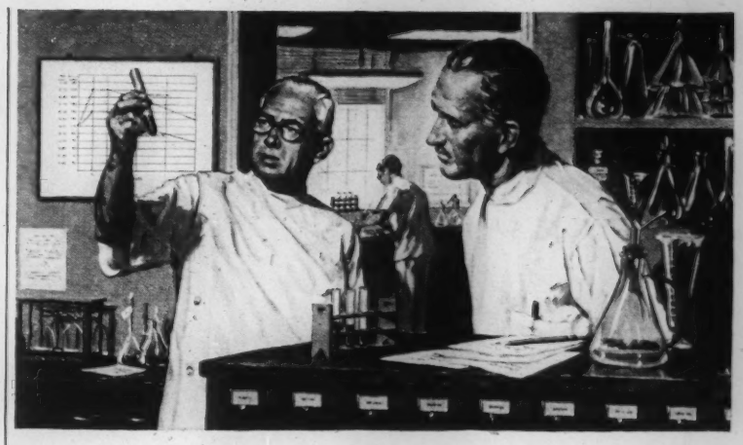
No, my dear football fans. It is altogether a matter of poor sportsmanship which has relegated the officials to their unenviable position today. Coaches and players have simply lost the idea of playing the game for its own sake, and are constantly looking for alibis when they end on the losing side. Not that I would suggest for a minute that football or any game should not be played to *win*. The desire to come out on top is a laudable one and any player who doesn't give everything he has in order to win, should stay out of football. Yet at the same time it is just as laudable to accept defeat gracefully when it comes. I have little respect for the poor loser who tries to transfer the blame to someone else, even if all the home-town fans and newspaper writers seem to encourage the transference.

Two of the Best

And while I'm on that point, it might be in order to pay a tribute to a few of the swell players I have known—players such as Ted Morris and Ted Reeve, to mention only a couple—players who were as keen on winning as anyone could be but who never tried to pass the buck to the officials when things went wrong.

Without wishing to preach, I'm wondering if professionalism hasn't something to do with the present situation. Has the *desire* to win been stimulated by the *need* to win? In my playing days there was little if any suggestion of being paid. I can conscientiously say that I never received a cent for playing football. And the same could be said by nearly every player of those days. Not that I have any criticism about players receiving money—they certainly earn anything they make. And since the practice of being paid for playing football is generally recognized, there certainly is nothing dishonorable about it. The point I wish to make is that it becomes increasingly important for coaches and players to justify their team showing—in order to keep the paying public satisfied. Sufficient justification to vilify the poor officials? I wonder!

Montreal, Que. JOE BREEN



The Doctor looks at Diabetes

It is estimated that there are many thousands of people in our country who have diabetes . . .

Their chances of living happy, useful lives are better today than ever before. In fact, life expectancy for the average diabetic is now double what it was before the discovery of insulin.

Moreover, the outlook for still further gains against this disease is good, as medical science is constantly improving the treatment for diabetes. New types of insulin, for example, have made possible better control of this condition. Hope for future progress lies in current research on insulin and on utilization of food by the body.

Doctors say, however, that the successful control of diabetes more than ever depends largely upon the diabetic himself, who must understand his disease in order to learn to live with it. Above all, he must cooperate closely and faithfully with his physician in keeping *insulin*, *diet*, and *exercise* in correct balance.

Today, the patient who carefully follows the doctor's instructions about these three essentials of treatment—as well as other measures to maintain good health—can usually look forward to many years of happy living.

However, there are a great many people in our country who have diabetes, but do not know it . . .

This is because the disease usually causes no obvious early symptoms. Yet detection is easier today than ever before. For instance, it is now possible for anyone to make a simple test at home to detect sugar in the urine—one of the signs of diabetes.

This test is also a routine part of most medical examinations. If the test is positive, the doctor can then make additional tests to determine whether the presence of sugar is due to diabetes or some other condition.

Authorities urge everyone—particularly those who are *middle-aged*, *overweight*, or *who have diabetes in the family*—to have a check-up for diabetes included in regular physical examinations. In this way, the disease can be discovered early when the chances of successful control are best—often by diet alone. It is especially important for those who are overweight to be on guard against this disease, as studies show that 85 percent of diabetics over age 40 were moderately or markedly overweight before the onset of the disease.

Doctors stress the importance of learning the symptoms of this disease. They are: *excessive hunger*, *excessive thirst*, *excessive urination*, *continual fatigue*, and *loss of weight*. Although these symptoms may indicate *well-established diabetes*, prompt and proper treatment can usually bring it under control. Indeed, many patients live as long with diabetes as they would be expected to live *without* it.

Metropolitan Life Insurance Company
Canadian Head Office, Ottawa 4, Canada

Please send me a copy of your booklet, 111-T, entitled "Diabetes."

Name .....

Street .....

City ..... Prov. .....

greater economy

engineered in!

. . . to do more work for your money

Just take a look at the engineered-in economy features of Chevrolet trucks. Features like valve-in-head engine design, Blue-Flame combustion, Power-Jet carburetor, long lasting brakes and a host of others. All the vast engineering and manufacturing experience of Canada's largest truck builder is used to give you greater economy on the job.

And Chevrolet economy goes far beyond low operating costs. It means engines, chassis and cabs will stand up under rough, tough use month after month, year after year. It means building extra ruggedness and extra efficiency into Chevrolet trucks at lowest cost.

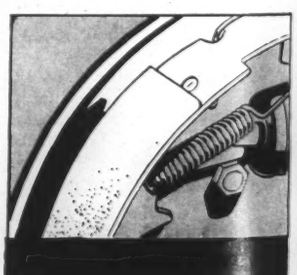
Every day, more and more truck users are switching to new Chevrolet trucks. Take a tip from these truck-wise buyers and get engineered-in economy and more work for your money.

Four great engines, ranging from 92 to 120 h.p. They're all outstanding for performance and economy.

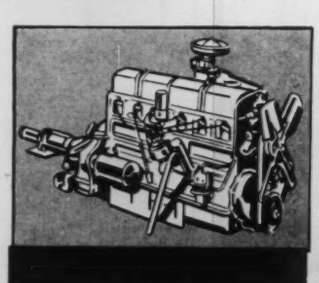
A GENERAL MOTORS VALUE

CHEVROLET

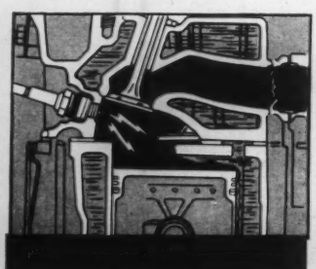
ADVANCE-DESIGN TRUCKS



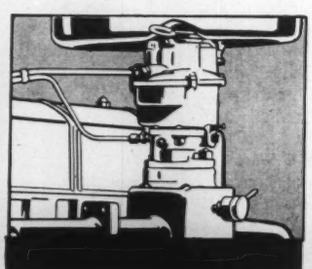
No rivets! Increase brake shoe life and eliminate all danger of scoring brake drums as the lining wears.



No other truck-engine design can match the proven efficiency and economy of Chevrolet's time-tested valve-in-head power plants.

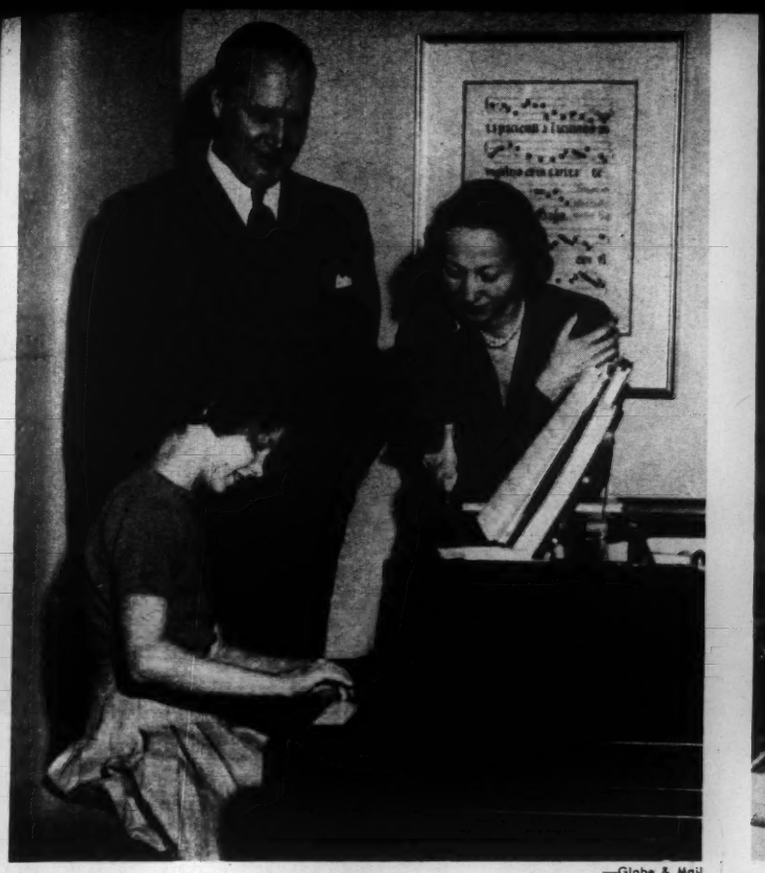


Possible only with valve-in-head design. Wrings all the usable energy from every drop of gasoline. Gives extra power, better performance.



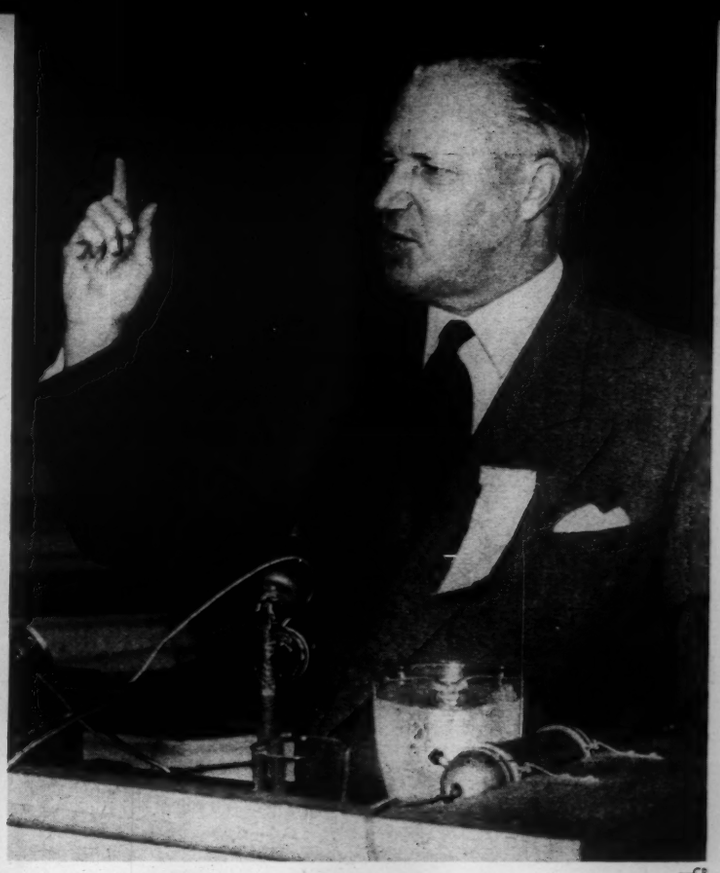
Maintains exactly the right fuel-air ratio for the engine at every speed range. Gives faster warm-ups, quicker response and cuts gas costs.

Completely equalized pressure to each brake means smoother stops and assures full lining contact and longer wear for your truck's brakes.



—Globe & Mail

GEORGE DREW'S warmer side now shows oftener. Here with wife, daughter.



—CP

BOGEY of the arrogant Drew, so useful to Liberals in past, is rare nowadays.

NEW CONSERVATIVE SOLIDARITY

ARE THE PC'S COMING UP?

by Michael Barkway

ANYWHERE in Ottawa you are safe to open a conversation by lamenting that the Liberals have been in power too long. You are safe but utterly boring. Not even in a group of Liberal politicians could you find anyone to disagree with you. If the conversation was to become at all interesting, you would have to offer an answer to the classic boast made by C. D. Howe in the House of Commons last spring: "If we want to get away with it, who is going to stop us?"

I asked an arch-Liberal about the Conservatives. He looked at me with the expression of the cat that swallowed the canary and said: "I do wish the Opposition were stronger. It would be better for all of us." But he added: "So long as St. Laurent is there, Drew cannot even double the Tory seats, let alone form a Government." Others will tell you that even when St. Laurent goes, the Liberals will do almost as well under Abbott or Pearson or whoever else may be chosen leader.

Until fairly recently many Conservatives, deep down and unacknowledged, shared this view. They had embarked on the 1949 election with rather wild hopes. Drew was to be the fighting leader who would put everything right. And after the election they fell into a rather exaggerated gloom: Drew had let them down; Drew was no good; the Liberals couldn't be beaten. It's only now that they are recovering from this defeatism.

This was the most important thing about last summer's by-elections. The sweep of four seats into the Conservative camp (three of them gains from the Liberals) may be no indication of how people would vote at a general election. It made no real difference to the Liberals; they can spare more than four seats without noticing it. But it made an immense difference to the Conservatives. Those of them who had been too ready to write Drew off began to think again. The parliamentary party began to develop a new solidarity (which was badly needed). Conservatives began to believe that they were on the way up.

They began to remember that only a few years ago people had been wondering if the CCF would become the official opposition. There had been chatter about the two "old parties" joining up to keep out the Socialists. No one now talks about the CCF as an alternative government. The only possible alternative government for Canada is from the PC's.

IT'S ON THIS BASIS that they've always been able to collect funds. No party has any more closely guarded secret than the sources and extent of its funds. The PC's, like every other party, want more money; but their work has never been endangered for lack of it. They have always been able to collect money—though most of it is not money which says: "We want the PC's to win"; nor even "We think the PC's will win." It's money which says: "We believe in keeping a second party afloat. We want an Opposition."

C. D. Howe made his boast a year too late. In the spring of 1950 the PC's would have had less conviction to challenge his statement that "no one can stop us." By 1951—or so it seemed in Ottawa—people were getting tired of omniscience. They were growing sceptical even of St. Laurent's avuncular assurances that all was for the best. The Conservatives were aware of a growing public opposition. They could see the Government, given time and opportunity, defeating itself.

They now believe that this process is under way. They're no longer trying to whip up issues where there aren't any. That's been done too often in the past; and the Conservatives have chosen some rank non-starters which have recoiled against them. But now they are content to exploit what they believe to be growing unpopularity of the Government.

At the back of the Government's policy, they say, there is a basic contradiction. However skilfully it is concealed, the stresses of the time are prying it out. The other night George Drew said to me: "You know, if you can find any historical pattern in Liberal economic policy, it is the old Manchester doctrine of *laissez-faire*. But these people are trying to combine it with its opposite, state socialism." He was not referring so much to the danger of the welfare state as to the Government's emergency powers, which, he said, would enable it to take over the country's whole economy, provincial and municipal as well as federal. "I think," he said, "the professing socialists would do it better. They would at least spell out the powers they were taking. But these Liberals profess *laissez-faire* principles and then take almost dictatorial powers."

The Conservatives' belief that the Liberals are headed for trouble wouldn't amount to much if they didn't also believe that they are themselves regaining the public confidence. They have a lot

CONTINUED ON PAGE 21

MORALS AND MOVIES

What's SIN To Canadian Censors?

by Frank Morriss

—All photos J. Arthur Rank Organization

EXCESS REVELRY provoked deletions in "Tony Draws a Horse". The cuts varied with province concerned.

DISCRIMINATION on part of censors was shown in allowing "Kind Hearts and Coronets", a comedy about a mass-murderer, Dennis Price, full approval.

ILLICIT love in "Night Without Stars" made some censors balk. Nadia Gray, David Farrar, Gerard Landry, played main parts in torrid love triangle.

THERE is a secret list of banned films in Canada.

Censor boards all across the Dominion snip or reject films with zealous, and sometimes incompetent regularity. They absolutely refuse to tell you the names of those films they deem unfit for adult consumption. The fact that the cinema industry is ruled by a U.S. producer's code, so rigid that it explicitly rules against telling the joke about the travelling salesman and the farmer's daughter, doesn't deter our provinces (except Newfoundland and PEI) from setting up censor boards which collect fees from movie distributing companies.

These boards are operating behind closed doors and they will not, even in their annual reports to the various legislatures, disclose vital information about the films they've censored.

The scope of these boards may well be widened, in the near future, to embrace television, adding to their power and their profits. At a very low estimate, these profits total $25,000 or more for each board.

The whole censorial mess in which the motion picture business finds itself dates back to more than a quarter of a century ago and is the result of public outcry at the licentiousness which was raging behind Hollywood's tinsel façade. Hollywood got a politician named Will Hays to clean the town up, and give it a good name and an acceptable press. The Motion Picture Production Code was the result.

THE RULES of the code are, it is stressed, self-imposed by the industry as a whole, but woe betide the lot of the producer in England, France or Italy who forgets the fact that if a heroine sins she must suffer. Indeed, the whole code might be summed neatly in that old melodramatic title, "She Sinned . . . But She Suffered."

In other words, a lady may burn the candle at both ends, providing that they meet in the final reel and extinguish her. This smug rule has caused some laughable incidents.

For instance, some years ago Herbert Wilcox, the British producer, made a movie called "Nell Gwynn." It starred Anna Neagle as Nell and Sir Cedric Hardwicke as King Charles. The movie was acclaimed in England and on the continent.

Wilcox was awakened from his sleep in London by a long-distance call from a Hays emissary and told that "Nell Gwynn" could never be shown in the U.S.

"Why not?" asked a perplexed Wilcox.

"Because," was the firm reply, "she committed a sin. She lived with a man and the end of the picture shows her a happy old lady. She didn't suffer for her sins."

Then Wilcox asked the Hays man if he shot an ending for the U.S. in which Nell died in the poor house, would it be acceptable.

"Admirable solution," said the Hays man.

Miss Neagle was summoned from a holiday, put into rags, photographed on a floor of hay in the poor house and the film was exhibited in the U.S. in this fashion. History, if not Nell Gwynn, was violated, but the Hays office was happy.

Now it is called the Breen office but it operates the same way.

THE UNITED STATES Producer's Code, an elaborate, many-paged document, is the bible of anybody making a film. It contains more four-letter words than the most realistic modern novel. Some of the objections it raises are either obscure or repugnant to right thinking people (it even rules that a film must contain no completely nude children). The general principles are that no picture shall be produced which will lower the moral standards of those who see it. "Correct standards of life" must be presented. "Law, natural or human, shall not be ridiculed." "Murder must be presented in such a way that it will not inspire imitation." Methods of crime must not be exploited*.

A little section in the Code entitled "Locations" says "the treatment of bedrooms must be governed by good taste and delicacy." This so-called "good taste and delicacy" has forced Hollywood and Elstree to put twin beds in the retiring room of married people, even in a period when twin beds were unknown ("Life With Father").

"Pictures," says the Code, "are primary to be regarded as ENTERTAINMENT." This puts in its place neatly, and for all time, the fact that the great force of the screen is only to be used to tickle the risibilities of the people; not to treat, with any degree of respect, the topics of the day or to delve into any subject which would cause a person to think.

Because the Southern U.S. wants to keep Negroes in their place, we must have Lena Horne in sequences which may be snipped out so that

*Animated films are also subject. Taboos include animals drinking, shedding blood, doing strip-teases.

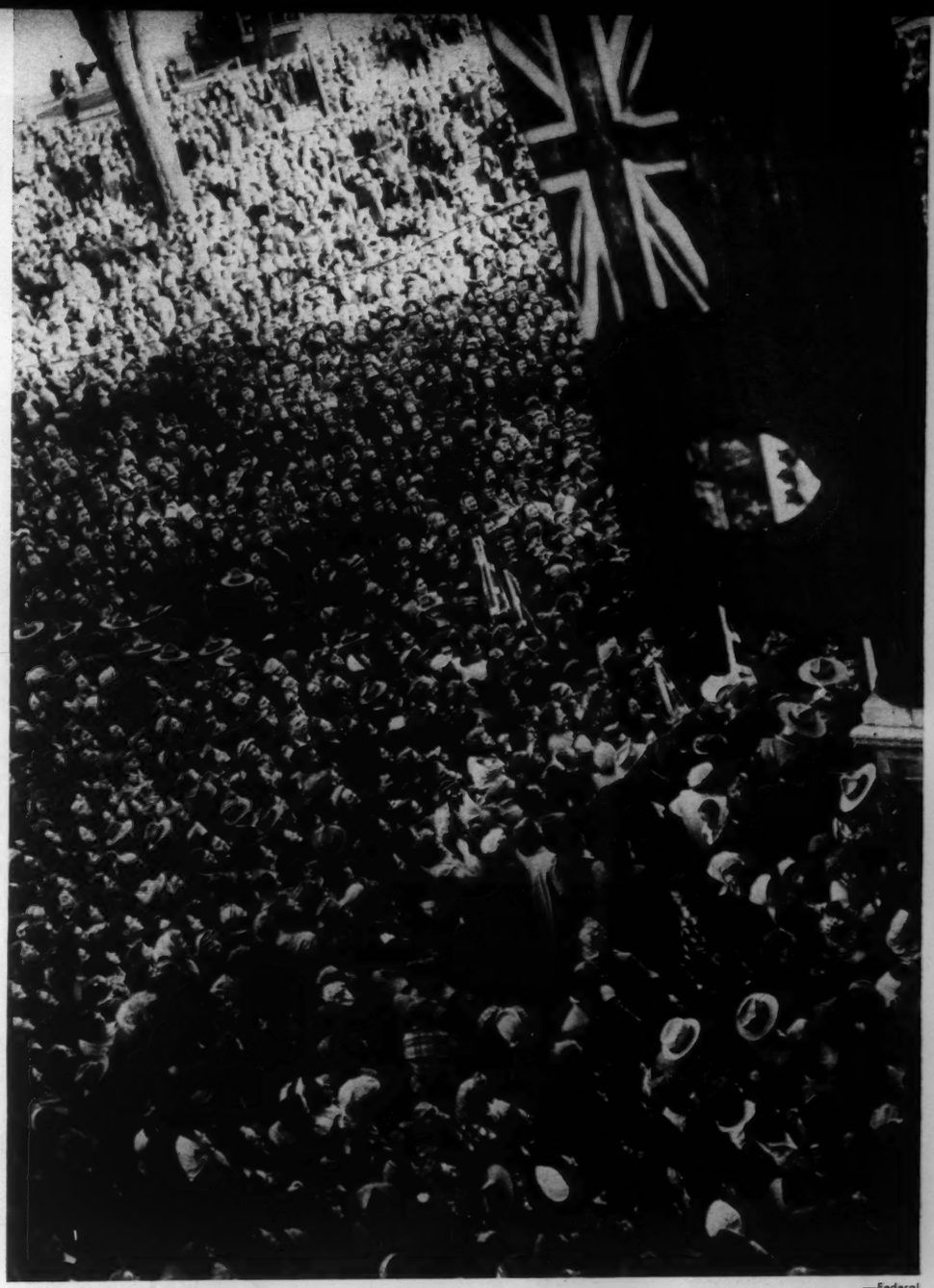
FRANK MORRISS *is drama and music critic of the* Winnipeg Free Press.

CONTINUED ON PAGE 33

ROYAL TOUR

They Showed Me Another Canada

by Lotta Dempsey



—Federal

HALIGONIANS greet Princess. All Canada seemed to want ultra-regal behavior from visitors, and got it.

THEY PINNED a shiny red, white and blue press badge on my coat, and sent me off across Canada to trail a Princess.

But I came back with my most vivid impression that of a country and a people so paradoxical, so illogical and so fabulous that a Martian might have dreamed it up.

During these tight-packed weeks of the Royal Tour, as one of a corps of limp but lucky accredited correspondents, I have flown, motored, railed, boated and frequently walked, run or mushed in the wake of Their highly mobile Highnesses.

From the peculiarly clarifying vantage point of the Royal entourage I have seen my own country with new and sometimes startled eyes. And I have begun to understand why we Canadians so often baffled our neighbor confrères — the top-flight writers, radio, video camera and newsreel men and women from Britain and the United States, who were members of the Tour Press Party.

We are an odd lot as a nation, you know. I watched us operate from this strange time-vacuum which seemed to exist to us of the press, as Canada unrolled under the visit; for the mood the Tour created was a constant one, simply laid upon various geographic settings, in a static world of flags, parades, bands, crowds and holidays.

On the way from Quebec to Victoria and back I was frequently close enough to the Princess and the Duke to apologize for bumping into members of their party, or to move into the Royal footsteps before they were cold. Close enough to knock an alderman's borrowed topper or an Indian's war bonnet off with a fingertip touch; to sneeze from inadvertent nose-printing in enough presentation bouquets to stock a dozen greenhouses; to be knocked off balance by a curtseying grand dame; to link hands with a line of Red Coats in a tense moment of crowd hysteria; to share a blanket outdoors, in zero weather, with the 90-year-old widowed mother of a veteran; and to catch, on the faces of millions, the strangely respectful and almost indefinable wave of emotion sweeping through crowds in the wake of the Royal car on its parade route, city after city.

I think I found out something of how we feel about Royalty, and what we need from a Monarchy, in this very democratic country.

We don't want Hollywood, that's for sure. Everywhere, from the smallest whistle stops to the greatest cities, foreign correspondents were baffled by the intent manner in which people watched for some digression from the Royal pattern, some letdown of regal dignity, some note of informal fraternity on the part of the young girl who will one day be our Queen, as well as Britain's. And then the quiet sense of satisfaction and relief when it never happened, for an instant. It was an inarticulate mass expression, typically Canadian, that was misunderstood by those who do not know us. They would mistake it for a letdown, or disappointment because the lass with the delicate air never forgot that not she, but what she represented, is essentially remote and exalted by the precepts of generations.

As CANADIANS we are keenly interested, and find romantic connotations, in the pretty Princess and the handsome Prince; but that was not what brought millions of people into the streets and lanes and airports and railway stations and remote areas of this country to watch them pass by. It was a deeply ingrained sense of the invisible but strongly wrought ties of Empire which are so simply symbolized in the persons of our Royalty.

It is a sense of the rightness of some manifestation of an ideal above and beyond the tugs and pulls of politics and secular or religious differences.

Here—we say to ourselves, waiting hours in rain and snow and biting cold weather simply to glimpse them for a second of our long Canadian lifetime—here are representatives of an institution we subscribe to. Representatives who cannot be defied and destroyed, as lesser people might be. And if, we say comfortably, the man arises who does not fit the Crown, we keep the Crown and dispense with the man. This, we have proved to ourselves for generations, is within our power.

Now, while we seek dignity and decorum from our visitors who return to the remote sanctuary of London's Clarence House, we don't want any nonsense from our own officials.

I was somewhat surprised to realize that we are not, on the whole, a highly style conscious or dress-alerted nation. Islands of sophistication, particularly in attire, which exist in the vicinity of Montreal's Côte des Neiges, Ottawa's Rockcliffe, Toronto's Bayview, Quebec's Grande Allée and perhaps the better known clubs in Hamilton, London, Vancouver, and Winnipeg, are pretty much that. I am not, of course, talking about culture, or awareness in the intellectual sense, or that of the arts. Except for small and constricted metro-

CONTINUED ON PAGE 31

LOTTA DEMPSEY, *former Edmonton writer, is a columnist for* The Globe and Mail.

Perfect Winter Holidays

-SUNSHINE- CRUISES

TO THE WEST INDIES AND SOUTH AMERICA

"CARONIA" (34,183 tons) From New York. Christmas-New Year at sea.

December 21	12 days	$310.00 up

"MAURETANIA" (35,677 tons) From New York.

February 1	18 days	$520.00 up
February 21	18 days	520.00 up
March 12	14 days	404.00 up
March 29	15 days	404.00 up

SOUTH AMERICA — AFRICA — INDIA
MEDITERRANEAN — EUROPE

"CARONIA" (34,183 tons) from New York Jan. 5, 1952 —100 days—25 fascinating ports—4 continents. Rates from $3,125.

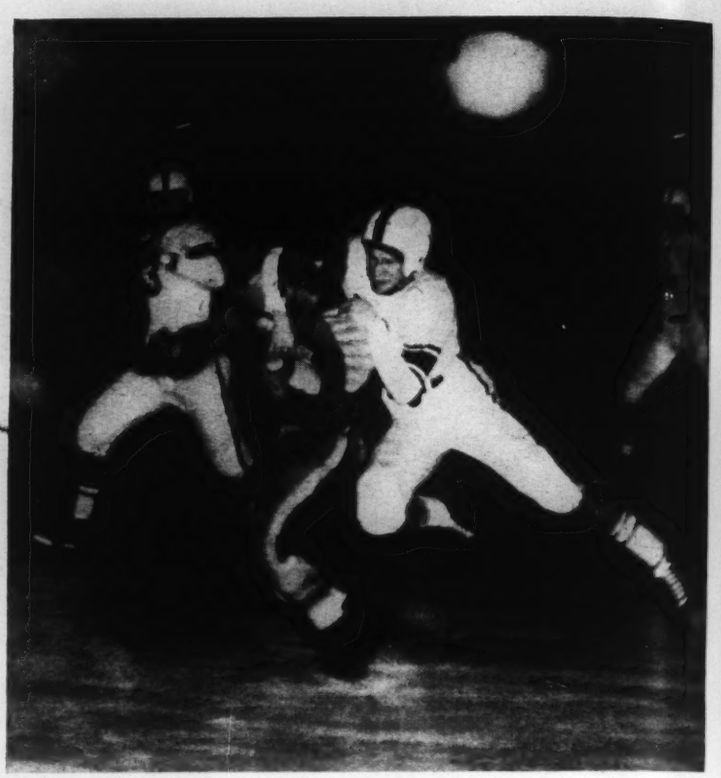
ALL-MEDITERRANEAN CRUISE

"BRITANNIC" (27,666 tons) from New York Feb. 1, 1952 66 days — 21 ports — 17 countries — 14,500 miles. Rates from $1,399.

APPLY EARLY to your Travel Agent or

Cunard Line

OFFICES AT HALIFAX, SAINT JOHN, QUEBEC, MONTREAL, TORONTO, WINNIPEG, EDMONTON AND VANCOUVER



—CP

TACKLING such as that of Micky Maguire of Regina Roughriders, pulling down Normie Kwong of Edmonton Eskimos, helped win Riders a shot at the Grey Cup.

GREATEST SINGLE ATTRACTION

FOOTBALL'S FINALE — THE GREY CUP CLASSIC

by Kimball McIlroy

FOURTEEN days before the event was to take place, at least 100,000 Canadians of both sexes were devising schemes to sell their bodies and souls to obtain tickets to see what has become by long odds the greatest single attraction of the Canadian year.

The funny thing is that while they knew what they were going to see done, they hadn't the vaguest idea who they were going to see doing it. It didn't matter. The hysteria attending the annual Grey Cup Game has become something that future psychiatrists may well study in bemused fascination.

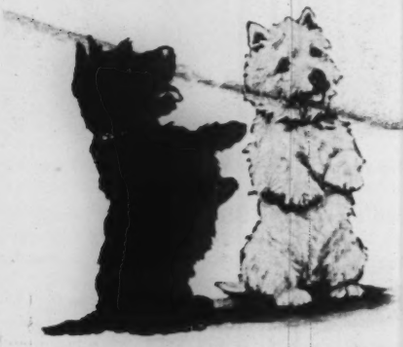
Two weeks before November 24, seven of the country's 12 senior rugby clubs were still in the running for the glory and the gravy which go with the Dominion championship. It had taken about three months to eliminate the other five in this Age of Speed.

That Saturday saw two more clubs, defending champion Toronto Argonauts (no longer, evidently, the Team of the Half Century) and their Balmy Beach farm club, drop into the Well-Fellows-There's-Always-Next-Year category. The following Monday afternoon the West narrowed its entry to one, with the story-book-finish elimination of the Edmonton Eskimos.

That left Saskatchewan Roughriders, from Regina, alone out in the far, flat, and frigid; and Hamilton Tigers, Ottawa Roughriders, and Sarnia Imperials in the effete East, the two former facing a two-game total-points embroglio for the privilege of eliminating the all-Canadian Imps in the eastern final.

THIS FLURRY of rugby activity went virtually unnoticed by all save that small minority of candidates for Grey Cup tickets who were actually interested in rugby. While the first of the Imperials-Beach playoff games took place before a vast throng of 300, the crowd for the Grey Cup spectacle could line up a potential three deep behind each of Varsity Stadium's 27,053 seats. Something wrong somewhere, and everybody knows just where, too. The problem is what to

CONTINUED ON PAGE 35



An easy way to ask for the best

Call for "Black & White" whenever you ask for Scotch.

There is no better way of indicating that only the best will do for you.

Blended in the special "Black & White" way this fine Scotch has no superior.

BUCHANAN'S

'BLACK & WHITE'

SCOTCH WHISKY

The Secret is in the Blending

By Appointment to H.M. King George VI

Scotch Whisky Distillers. James Buchanan & Co. Ltd.

Distilled, Blended and Bottled in Scotland

55-51

WORLD AFFAIRS

IKE SEES DANGER IN '52

by Willson Woodside

IT IS REPORTED by the most reliable correspondents in Washington that Eisenhower's main theme in the high level defence talks held during his visit was that the danger of a Soviet move in Europe would be at its peak in the coming year. NATO effort, he therefore urged, should be concentrated on everything that can be readied for action in that time.

Up to now the plan has been sighted on 1953, or even '54. But Eisenhower urges that even if upsetting these plans means that we will have less by 1954, it is vital to have ready as much as we can in 1952.

In a way this is the best tribute we could have to the Allied successes of recent months, in Japan and Germany, Korea and Indo-China, in spreading the North Atlantic alliance to the Dardanelles and developing the tactical A-bomb—successes which have noticeably shifted the world balance of power in our favor. The assumption on which General Eisenhower feels forced to base his preparations is that the Soviets, seeing the time fast approaching when they cannot strike out in Europe with any hope of success, will be strongly tempted to act within the next year.

BESIDE the temptation of our present weakness in organized, battle-ready formations, contradictory though it may seem, fear is also seen as an important motive in any Soviet plan of action. Fear of a German-Allied combination. Perhaps the single factor which might make the next year the most critical is the plan, which is expected to mature within that time, for bringing West German forces into the European Army, and hence Western Germany virtually into the Atlantic Alliance. Yet we cannot give up the plan on that account, for we dare not lose Germany to the Soviets, nor do we wish to see her reunited as a "third force" in Europe, regaining her former position by playing off one side against the other. We didn't fight the war to achieve that, and those who take it hard that we should be "courting" Germany these days must surely recognize that our basic plan all along has been to *tie* her safely to the West, through the Schuman Plan for a coal and steel pool, the European Army plan, and ultimately, European Federation. Here we have been as fortunate in being able to deal with a German Chancellor, Adenauer, who also believed in these ties, as in that small group of Frenchmen around Schuman and Monet, who produced the ideas and plans for unity.

IT IS CLEAR that Germany, which both Lenin and Stalin have called "the chief link in the chain of world revolution" is going to be the main battlefield during this coming crucial year. The Soviets may be expected to produce new variations of their September offer of reunification of the country, provided it is neutral and disarmed, to continually distract West German attention from getting on with the European Army plan.

They will use threats, too—on the West Germans and all other West Europeans. Ilya Ehrenburg brought them out into the open at a meeting of the "World Peace Council" in Vienna early this month. The British Communist D. N. Pritt had pointed out the influence of "peace" sentiment in swelling the Labor vote in the British election and claimed that Churchill would have to take it into account.

This is, of course, why the Soviets swamp the whole outside world with their peace propaganda. But Ehrenburg added caustically that a stronger reason why Churchill would have to take "peace" sentiment into account was that, if war came, whether or not the Soviets had as many atomic bombs as the U.S. they have quite enough to smash any Western European country which allowed itself to be used as an American "aircraft-carrier" for bombarding the Soviet Union. There is enough truth in this to make the threat effective with millions of Western Europeans.

It is important that we get into "the fight for peace", as the Communists call it, with proposals such as we have made at the Paris UN meeting, which show the hollowness of the Soviet pretensions. Even if we had little expectation that the Soviets would agree to discuss them—though we could hardly have expected such a clumsy and confused rebuttal by Vishinsky—it is necessary to impress on many people on either side of the Iron Curtain in Europe that we are arming to keep the peace and not to make war, and that we have a plan for establishing a secure and peaceful world if another war can be avoided.

IT IS ALSO important that we lay out before the thinking people of the Western and Soviet worlds some plausible and practical scheme for ending the cold war and preparing the way for disarmament. It may be that it will come to a Big Three meeting of Churchill, Eisenhower and Stalin in which we will lay down an ultimatum to Stalin to take the Red Army home. But it would obviously be much less risky, if also less dramatic, to loosen the Soviet grip on Europe by stages, by insisting first on completion of the Austrian Treaty, then on the writing of a treaty for Germany.

There is a wartime agreement which calls for the withdrawal of all occupation forces from Austria when the treaty for that country is completed. There are post war treaties for Hungary and Rumania which lay down that Soviet troops are only to be kept there for line-of-communications to Austria, and will be withdrawn when that treaty is written. Similarly, according to the Yalta Agreement on the occupation of Germany, Soviet troops must be withdrawn from there and from Poland when a German Treaty is completed.

So in our insistence on completion of the Austrian Treaty and on writing a treaty for Germany which would provide for completely free elections is contained a plan for getting the Soviet troops out of Eastern Europe and back within the frontiers of the Soviet Union. Then—if the peoples didn't take this into their own hands—we could insist on the fulfilment of the Yalta provisions for free elections throughout Eastern Europe, and thus bring about the overthrow of all the Soviet puppet regimes.

That may seem today to represent victory enough. But would it be any more satisfactory a solution for Europe to merely shove the Red Army back to the border of the USSR and leave this as a barrier of secrecy and slavery, than it is a solution in Korea to settle at the 38th Parallel and leave the Communists in control of North Korea, able to prepare a new onslaught at their convenience?

More and more it becomes clear that our full peace plan must ensure that the Iron Curtain is torn down, that there be a free passage of ideas, goods and people between the Soviet Union and the outside world. This, of course, implies the end of the present Soviet regime. It may be, again, that the people will manage this themselves, that the step-by-step retreat of the Soviets from Central and Eastern Europe and the setting up of free regimes in the satellites will unleash

—Miller

IKE AND MONTY: Concentrating on ready divisions, not remote plans.

—International

WEST'S PEACE OFFENSIVE is being conducted in UN's house of straw in Paris. Hailed as triumph of French engineering, it has removable steel structure, walls made from non-inflammable straw compound, radiant heating throughout.

—Wood in Richmond News Leader

"HOT SEAT"—Severe crisis expected to unseat Pleven's shaky coalition looms as a serious Western weakness in coming year.

Elegantly thin as a crescent moon

YET COMPLETELY AUTOMATIC

Self-winding MOVADO 331 never runs down. Its slim elegance holds a movement of rugged dependability . . . complete accuracy . . . typical of all that has made fine Movado watches famous the world over. The most desired watch of all.

14K solid gold 17 jewels

14K solid gold, 17 jewels
14K gold filled, 17 jewels

MOVADO

WINNERS OF 168 OBSERVATORY AWARDS
SOLD AND SERVICED BY LEADING JEWELLERS ALL OVER THE WORLD

Write for Fully Descriptive Brochure
In Canada—Movado Watch Agency, 44 King West, Toronto
In U.S.A.—Movado Watch Agency Inc., 610 Fifth Ave., N.Y.

YOU CAN BANK ON IT...

this label is gilt-edged security for fine whisky!

WISER'S DISTILLERY LIMITED

—International

U.S. FOOD FOR YUGOSLAVIA this year was to relieve famine from severe drought. Next year, if Tito asks for food relief because of peasant resistance to his Communist regime, Americans will have a real problem on their hands.

uncontrollable forces within the Soviet Union itself.

But it should be the purpose of our political warfare to encourage this tendency as much as possible. Already we are broadcasting to the Baltic peoples, the Ukrainians, Byelo-Russians and Georgians in their own tongues. It is true that we are not committing ourselves yet in these broadcasts to the break-up of the Russian Empire. But the Soviets may read that implication; and later, when the critical period is past in Europe, we may go further in our broadcasts to the USSR, and call for land for the peasants and self-determination for the various nationalities.

It seems entirely possible to me that we may be in some such position within two or three years from now, as Western strength is mobilized and Western unity built up. But we have first of all that critical year of 1952 to get through, with a British crisis in full swing already, a French crisis coming up soon, and very possibly a German crisis, arising out of weakening support for Adenauer.

NOT LEAST is the menace of Senator Taft to all these plans which require the closest U.S. cooperation with European governments and understanding and sympathy for European peoples. Taft voted against ratification of the Atlantic Pact, and has the fervent support of the former isolationists. Eisenhower, on the other hand, declared as he left Washington recently that "a great section of the world that is vitally important to the secure, peaceful development of the United States lies in Western Europe. . ."

Ike's concern to complete "that job which has been set up because the bulk of the people of the United States believes it is necessary to our existence," may prove to be the famous "overriding consideration" needed to make him seek to be President of the United States. Obviously, however, he is going to try to get in a few more good months of hard work in Europe. It is a pity that his hand must be removed from the tiller for even half of this dangerous year to come.

Tito's Peasants

FROM many accounts Tito is having real trouble with his peasants — and Yugoslavia is predominantly a peasant land. It is moreover a land of peasant freeholders; there is no tradition there of great landowners, as in other parts of Eastern Europe. The forced collectivization to which many of them have been subjected, and the forced grain collections to which all have been subjected, have been anathema to them.

Now some collectives are breaking up; elsewhere the stronger-minded peasants are pulling out; everywhere the peasants in Yugoslavia are carrying on an elementary strike against the Communist Government. They are reducing their grain planting to a point where it will only cover their own needs and leave little for the grain collector.

OF COURSE, Tito might try to seize this grain and let the peasants starve, as the Soviets did so callously in 1932. But the peasants seem to sense that he is no longer in a position to do this, that the Western powers on whom he is now dependent would not let him. And the fact is surely that while we support Tito, we also support the peasants who are on strike against him.

We welcomed Tito's heresy because it was a blow at Stalin and a schism in the "monolith" of world Communism. We support him because it would be a victory for Stalin to get rid of him, and the only likely successor to Tito today would be a new puppet of Moscow. But we are not fooled that Tito is becoming some new kind of democrat just because he is against Stalin. To do him credit, he does not pretend to this but continually asserts that he is a true Communist.

On the other hand, we welcome the resistance of the Yugoslav peasants. These are the people, with their tradition as freeholders, who represent our hopes for a free Yugoslavia after Tito. If we cannnot at the moment support them against Tito without aiding Stalin, let us never give them the idea that we support Tito against them.

W.W.

NATIONAL ROUND-UP

British Columbia:

OIL IN THEM THAR HILLS

BRITISH COLUMBIA struck its first commercial oil last week—on the prairie side of the Rocky Mountains—and the discovery pushed up the oil stock market and the jubilant spirits of business and Government. Fifteen times, Pacific Petroleums drilled holes in the Peace River block of British Columbia and got nothing. The 16th produced 33 gravity oil and sent other companies scurrying for leases and started optimistic talk of a pipeline to the coast.

The producing well is about ten miles south of Fort St. John on the Alaska highway.

The discovery area is in what is known on the prairie side of the Rockies as the Peace River block of BC. It has what the geologists call permo-Pennsylvania limestone.

British Columbia has hoped for 30 years that it would find oil in that area. When Alberta struck it rich, BC turned covetous eyes to the bulging cash boxes in that Province and hoped that one day Providence would be kind to it, too. There's no cutting of the optimism displayed in Government and oil circles in BC today — as far as they're concerned right now, one oil well has proven a whole field. Lands Minister E. T. Kenney said: "We felt all along there was oil up there. Other companies will want to come in now. They'll beat a path to our door."

Who's The Boss

WHO'S RUNNING BC's big forest industry: business or the unions? The start of a quarrel which will settle it developed last week when the CIO-CCL International Woodworkers laid down the law to local unions: don't work overtime.

BC last summer had its worst drought in history. The lumber companies want to catch up on production and want loggers to work the sixth day of each week on an overtime basis. The unions agreed to the plan until Oct. 31, then ended it.

Said IWA President Stewart Alsbury: "The men don't want overtime — don't want to jeopardize their Saturday holiday."

If the BC Labor Relations Board follows up its previous stand on refusal to work overtime, there may be sizeable trouble in the industry. Already the Board decertified the Marine Workers and Boilermakers Union for refusing to work overtime in ten wooden boatyards.

To businessmen observers, the IWA decision seems plain: industry has lost control of the amount of work to be done in the woods, even when it is willing to pay extra for it. To them, only the Labor Board can save things. To labor, an extra-hour decision would be "refusal to recognize the rights of labor."

Meanwhile in Vancouver, 17 BC employer organizations appealed to the Labor Act Inquiry Board to bring about "changing the attitude" of labor unions toward strikes. They said labor has gained a lot by legislation. As a first step, spokesmen suggested picketing be limited to only those places where there are strikes. They criticized a court decision which legalized a picket line around a restaurant where there was no union and the organizers were having a hard time getting one going.

Saskatchewan:

World's Best

SASKATCHEWAN'S mental health program, inaugurated by the CCF Government, was given top rating by Dr. Karl Menninger, world renowned psychiatrist from Topeka, Kansas, while in Regina. Dr. Menninger was in the city to lecture to medical men taking part in the Province's psychiatric training program.

Saskatchewan's psychiatric leaders were supreme in their field, he said. "To my knowledge, Saskatchewan is the only area in the world that has all the competent psychiatrists it presently needs," Dr. Menninger said.

He was much impressed with the mental health organization in the Province and the long term planning was the highlight of the program. The psychiatric aide training now being carried on in Saskatchewan was envied throughout the world and was being copied as fast as other areas could arrange it, he said.

Some of the best junior men in the field were now working in Saskatchewan, Dr. Menninger said of the Province's psychiatrists.

The Way Out

PRAIRIE chicken, or pinnated grouse, are near to extinction in Saskatchewan.

With the hunting season now in full swing, a number of these rare birds will fall to hunters' guns by accident or by illegal shooting. The birds are off the legal shooting list but Game Commissioner E. L. Paynter recognizes that some will fall to hunters' guns anyway.

He has appealed to hunters to hold their fire where these birds are concerned and to turn them in to the Department if shot by accident.

The pinnated grouse is the true prairie chicken and is now very rare in Saskatchewan. The elimination of grasslands through the expansion of farming, has, over the years, eliminated the breeding grounds of the grouse.

New Brunswick:

Oil Next Door

OIL has been discovered in Maine for the first time—but the find is creating no sudden dreams of riches among New Brunswickers, even those who live just across the international boundary from Washington County, where a major oil company has acquired drilling rights.

Under normal circumstances, property owners on the Canadian side of the border might be wildly excited over the probability that the same geological formations underlie their farms.

But oil is an old story in NB. It has been "discovered" countless times, and only in small quantity at best. Until the Maine drilling produces a gusher, the Canadian neighbors prefer to keep their optimism under wraps.

At the present time it is only an "oozer"—a seepage of dark slippery fluid on a farm at Brookton, between Calais and Houlton, which Arthur Cameron of Lincoln purchased as a summer home. Cameron was interested by the mysterious substance, which "seemed alive, like seltzer water," emanating from high ground on the property.

He had laboratory tests made, and the report was encouraging enough to interest a large oil corporation which is planning to drill over an area of 1,000 acres.

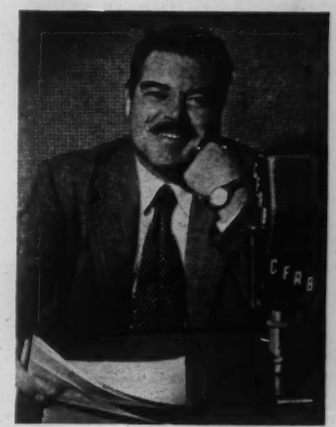
State Geologist Joseph M. Trefethen says no sign of oil has come to light before in Maine.

In NB, oil has been known since even before the first white explorers came. Indians used the seepage at Dover, in Westmorland County, to

—CP

KOREAN VETERANS: Prime Minister St. Laurent chats with four of the 26 U.N. fighting men, wounded in Korean action, in Ottawa. Left to right, Capt. Richard Baldwin, U.S.; Sgt. Allan Carmichael, Australia; PO Keith Knight, New Zealand, and Cpl. Jean Raymond Roy, Montreal, the only Canadian in the group.

Happy Anniversary



. . . John Collingwood Reade

The popular news analyst and writer is celebrating his 25th year of radio broadcasting. Thousands who listen daily to John Collingwood Reade will want to extend their congratulations to one of radio's outstanding news commentators. And whatever *you're* celebrating—an Anniversary or some other glad occasion—enjoy Labatt's Anniversary Ale. The remarkable *lightness* and *smoothness* of Anniversary Ale have made this golden brew Canada's most popular beverage for special occasions. Get a case today and you'll know why—ask for *lighter, smoother* Labatt's Anniversary Ale. John Labatt Limited.

The swing is **DEFINITELY** *to Labatt's*

First brewed to celebrate Mr. John and Mr. Hugh Labatt's 50th Anniversary, Labatt's Anniversary Ale quickly became a popular favourite. Try it today and you'll know why!

Angela Hotel

VICTORIA, B.C.

English Inn Atmosphere

Quiet and Restful

Excellent Cuisine

soften leather and mix war paint.

The Province, in fact, nearly possessed the first oil well in North America. A Dr. Tweedell of Pittsburgh drilled down several hundred feet in the 1850's, using oxen-drawn equipment, but completely abandoned the project when word arrived that oil had been struck in Titusville, Pa. He didn't think North America could support two producing oil wells.

During the last 30 years and more, about 20,000 barrels of crude oil annually have been pumped out of Stony Creek field in Albert County.

Big oil companies have drilled extensively elsewhere in NB, spending substantial sums of money in recent years, but have found no oil in exploitable volume.

Several times, also, farmers have become frantically enthusiastic about the chance discovery of oil seepages on their land—only to learn from the laboratory that the oil had been found to contain also tetraethyl lead and artificial coloring, indicating it had come from a nearby garage.

So frightened and pathetic—holding a piece of a doll

This is Elena. Her father was killed in an air-raid. Her mother, returning ill and broken from a prison camp in Germany, has not worked since 1945. With her own tired hands, and with old pieces of wood and tin, Elena's mother put together a pitiful shack. You can imagine how bitter cold it is in winter. Last year, Elena, trying to warm herself at their brazier went too close and fell in, painfully carbonizing her little left hand. Her mother writes "She cried so very much that I promised myself that for the coming year my child would have warm clothes and a doll. Where can I find such things for my little one? How can I protect her and help her?"

The war still goes on for Elena and such children. Your help can mean love and security and finally rehabilitation. The Plan is dedicated to Peace in a world where our children will have to live with these children . . . we need your help to help them!

You alone, or as a member of a group, can help these children by becoming a Foster Parent. You will immediately be sent the case history and picture of "your" child upon receipt of application with initial payment. Your relationship with "your" child is on a most personal level . . . we do no mass relief. Each child, treated as an individual, receives food, clothing, shelter, education and medical care according to his or her needs.

"Your" child is told that you are his or her Foster Parent, and correspondence through our office is encouraged. At once the child is touched by love and thus a sense of belonging is created.

The Foster Parents' Plan is a non-political, non-profit, non-sectarian, independent relief organization organized in England by Major J. Langdon-Davies in 1937, and helping children in Greece, France, Belgium, Italy, Holland and England. International headquarters are in New York. Financial statements are filed with International Better Business Bureau and Montreal Department of Social Welfare and full information is available to any competent authority in Canada.

Already many Canadians are Foster Parents. Join them today. Funds are needed desperately for plastic surgery, artificial limbs, artificial eyes, that the children who have suffered so cruelly may have the necessary aids to give them some comfort, hope and love. Your help is not only vital to a child struggling for life itself—but also toward world understanding and friendship. Your help can mean—and do—so much. Won't you share with one of them, please?

All contributions deductible for Income Tax purposes.

FOSTER PARENTS' PLAN FOR WAR CHILDREN

Partial List of Sponsors and Foster Parents

Chief Justice Thibaudeau Rinfret—Rev. Dr. E. R. Fairweather, M.A.—J. Q. Maunsell, K.C.—Mr. J. M. Wynn—Anna Freud—Mary Pickford—Dame Sybil Thorndike—Thomas Mann—Dr. F. R. Wilkinson—Dr. S. Graham Ross.

FOSTER PARENTS' PLAN FOR WAR CHILDREN, DEPT. S.,
P.O. Box 65, Station "B" Montreal, Que., Canada

A. I wish to become a Foster Parent of a War Child for one year. If possible, sex .....
I will pay $15 a month for one year ($180.00). Payments will be made quarterly ( ), yearly ( ), Monthly ( ). I enclose herewith my first payment $.....

B. I cannot "adopt" a child, but I would like to help a child by contributing $.....

Name .....

Address .....

City ..... Prov. ..... Date .....

Contributions are deductible from Income Tax

Manitoba:

Lax Liquor Law

A MANITOBA legislative committee has been studying possible changes to permit better enforcement and administration of the Province's liquor laws for the past year.

Last week a majority of committee members confessed something that has been apparent for some time to observers: they were wasting their time attempting to improve a law which most of them find "antiquated" and "not too good."

As many a member pointed out the present law in some respects was "unenforceable." (Example: There is one enforcement officer appointed to inspect as many as 50 premises holding banquet permits on one single night.)

Out of the confusion came one suggestion which a majority of members representing all shades of political opinion appeared inclined to give further consideration to.

Said Frank Chester, a Liberal, "Is the time not fast approaching when we should have a referendum to find out if citizens want the present law liberalized or tightened up? Once we have their decision we can do what they want."

Ontario:

Voice of the People

REQUIRED reading in the thriving city of Sudbury (pop. 50,000) is a daily collection of local gossip and criticism that runs on the front page of the aggressive *Sudbury Star* under the title "Pot-Pourri and Pi."

No one who doesn't read "Pot-Pourri" can possibly be in the know of Sudbury gossip and particularly its political fights and short-comings. As a consequence it has a daily readership to delight any newspaperman.

About a month ago editor Reg Pitt, whose duties include the daily-column stint, found out how high it really was. Editor Pitt received his annual tax bill and his eyes opened in amazement. He found the assessment on his land had been increased from $575 to $720. On his house from $2,800 to $4,665.

He knew there was to be a general increase, but this looked like too much of a good thing. He put a note in "Pot-Pourri," asking for the experience of others.

He got it. Hundreds of letters, and so many phone calls the *Star* had to put on an extra switch-board girl.

And there were strange contrasts. Where he was paying on $720 for a 50-foot lot, in other wards, there were assessments on similar lots as low as $60.

"Pot-Pourri" decided to call a ratepayers meeting. It did. The meeting was called for the city council chamber, holding 60. A half-hour before the meeting the chamber was filled and crowds were lined down the stairs to the street. Another meeting was called for another night in a school hall, holding 600. Again the crowds were out on the street.

It was brought out at the meeting that many houses in the city had never been viewed by assessors. It was also discovered the general increase probably wasn't legal unless there had been a general reassessment.

It was decided to draw up a petition. When in three days more than 3,000 names were on it, the petition was dropped. This should be enough for city council. It was told to throw out the increase pending an assessment. Otherwise the ratepayers association, which had been formed, would appeal it immediately.

In the meantime, 2,500 individual taxpayers had appealed anyway. And "Pot-Pourri" was looking for other fields to conquer.

Fastest AIR CARGO SERVICE

Auckland
Bangkok
Beirut
Belfast
Bombay
Calcutta
Glasgow
Johannesburg
Karachi
Lisbon
London
Madrid
Nairobi
Rome
Sydney
Zurich

Montreal TO London

AND COORDINATED SERVICE TO KEY CITIES AROUND THE WORLD

When speed means money in your business, it pays to ship air cargo by B.O.A.C.! For example, London is only overnight from Montreal—11½ hours flying time—by world's largest, fastest airliners! And B.O.A.C. offers these outstanding advantages:

- Routes to all six continents
- Fast, dependable flight schedules
- Skilled air cargo handling
- One air waybill all the way
- Insurance and reforwarding services

SHIP B·O·A·C OVER THE ATLANTIC—AND ACROSS THE WORLD

BRITISH OVERSEAS AIRWAYS CORPORATION

Consult your Forwarding Agent or call B.O.A.C.:
Montreal Airport Tel: WAlnut 7721, Ext. 473
Toronto—32 King St., W. Tel: EMpire 3-4323

WORLD AFFAIRS

SUDAN GRAB BOOMERANGS

by Flora Lewis

Khartoum

EGYPT'S MOVE to annex the Sudan has, thus far, boomeranged. Two major effects noticeable are a swift but still tentative realignment of Sudanese parties in favor of self-government under an international supervisory commission, and a marked British willingness to move more quickly towards government by the Sudanese than was contemplated before.

The regrouping of Sudanese parties is only in its early stages as events have moved so much faster than anyone had expected. There were, until Egypt's action, two major groups. On one side were the supporters of Sayed Abdel Rahman el Mahdi Pasha (known locally as "Sar"), the posthumous son of the ferocious Mahdi who led the country in revolt against Egyptian misrule in 1885. For the following 13 years, until reconquest by Kitchener on behalf of Egypt in 1898, he ruled with such fanatic vigor that the population was reduced from 3,000,000 to 1,000,000.

King Sar

The son's backers wish to crown Sar King of the Sudan, and their strength centres in the Umma (Independence) Party. In recent years they have worked willingly with the British administration because of their opposition to Egypt and their feeling that independence could best be achieved from Britain. The Mahdists draw their support from the countryside and from the northern tribes. They are Moslems, but with more of an African than an Arab tinge.

On the other side of a feud that expresses itself in sectarian rivalry but that has social, economic and racial roots, are the backers of Sayed Ali Mirghani Pasha ("Sam"), a group also known as Khatmia. Sam and his father also fled the Sudan to Egypt at the time of the Mahdi revolt and massacres, and the townsmen, the merchants, the predominantly Arab elements who suffered in those days have grouped around him.

They have felt, in recent years, that British influence was favoring the Mahdists and so they turned to Egypt. Furthermore, thinking only in terms of kingdom, they saw their choice as between the Egyptian crown and a Mahdist ruler, and vastly preferred Egypt. The most vocal element politically in this group is the Ashigga (blood brothers) party which stands for unity of the Nile Valley under the Egyptian crown.

The changes since the Egyptian demand for control have been towards a coalition of the moderates on both sides. The British officials have begun to succeed in convincing Khatmia that Britain does not seek a Mahdi restoration but is willing to let the Sudanese choose for themselves. Umma leaders, including the party's secretary-general Sayed Abdullah Bey Khalil, have sought to assure anti-Mahdists that they are far more anxious for independence than for restoration and are willing to drop that point for the time being.

Dardiri Mohammed Osman, secretary-general of the National Front Party which recently broke away from Ashigga, told me that his group had been pro-Egyptian only because it was anti-Mahdi, not out of affinity for Egypt. Now, he said, they had lost confidence in Egypt and were trying to reach an agreement with the independence groups. "They must never bring back the Mahdi," he said, "that would mean certain revolution. We remember the crimes too well."

The Egyptian proclamation, which most Sudanese involved in politics considered ill-tempered and domineering, has thus cut away a large measure of Egypt's support. The Cairo politicians will have to recognize and correct their mistakes, to regain the ground they have lost.

All politics in the Sudan apply almost solely to the northerners. The 3,000,000 Africans south of the 12th parallel are unaware of these disputes

Canada today looks to air power as the country's first line of defence.

With RCAF expansion emphasized in planning for national security, Canadians prepare to support the United Nations and the North Atlantic Treaty Organization as they supported freedom in two world wars . . . with an outstanding contribution to strength in the air.

This, of course, is a natural trend of events for a country with Canada's tradition of air-mindedness.

The tradition was born one winter's day in 1909 when J. A. D. McCurdy piloted the "Silver Dart" for a distance of half a mile over the ice at Baddeck Bay, N.S., flying 30 feet high at a speed of 40 miles per hour. It was the first successful aeroplane flight ever made in the British Empire.

Canada's wartime flyers of 1914-18 carried the tradition forward, established a record second to none as courageous, resourceful, straight-shooting air fighters.

In the years between the wars, civil aviation came into its own. The swashbuckling bush pilots of the '20's, flying by the stars and the seat of their pants, blazed the air trails of Canada's Northland. The frontier retreated before the roar of aeroplane engines. Mining camps and other settlements sprang up in the wilderness, often totally dependent upon air transportation. Prospectors, sportsmen and map makers took

to the air—each for a different purpose related to the development of the Canadian hinterland.

As scheduled air services were established, Trans-Canada Airlines developed into a big, efficient business, setting a safety record still the envy of operators around the world.

Came World War II and almost overnight this country became a world power in military aviation. The Royal Canadian Air Force fought with gallantry in every major theatre of war. Canada became the air training ground of the British Commonwealth. Young men from a dozen lands came to learn the skills that enabled allied air power to pave the way for victory.

Since that victory, Canada's stature in aviation has not declined. The cross-roads of world-spanning air routes, this country is the headquarters of the International Civil Aviation Organization. Our airlines serve the U.S.A., the United Kingdom, Europe, the West Indies, South America, the Orient. Canada's aircraft industry is booming and bidding strongly for export business.

We at Atlas, as producers of fine alloy steels used in many phases of aircraft development and construction, have long been vitally interested in the progress of the Canadian aircraft industry.

Today—as Canada prepares to spread her wings once more in defence of liberty—we are proud to assist.

Having pioneered in the production of Canadian-made stainless steel in sheet form last year, we are now supplying this remarkably versatile and resistant metal for jet engine construction and a host of other applications where exceptional resistance to heat, stress and wear are essential.

It was our belief, in beginning production of Canadian-made stainless sheet, that new industries to strengthen Canada's economy might result. We still believe that this will occur as conditions permit us to meet the demand for stainless for both civilian and defence production.

Meanwhile, we are fully aware of our responsibility as Canada's leading producers of special alloy steels, for these are materials urgently required, not only for aircraft construction, but also for atomic research and in the manufacture of scores of weapons which can and will maintain the right on behalf of Canada and her neighbour nations in the free world community.

ATLAS STEELS

ATLAS STEELS LIMITED • WELLAND, ONTARIO

and have no part in them. Primitive tribesmen, mostly pagan, they are far behind the north in development and it has been one of the concerns of the British administration to protect them from exploitation by their more advanced countrymen. Surprisingly, many north Sudanese politicians recognize the need for such intervention in an area where slave-trading was finally put down only in 1929.

All Sudanese, including the pro-Egyptians, appear agreed that the country is not yet ready to undertake control of its own defence, foreign affairs or currency. They also agree that it should have a larger responsibility for its internal affairs than is now the case. The argument at the moment has shifted from a predominantly internal rivalry for sectarian domination to a question of confidence—whether Britain or Egypt is more likely to promote internal advance.

If the understandings and compromises being forged in this moment of crisis can be maintained, they will provide a far more solid basis for a Sudanese government by the Sudanese than could have been hoped for a month ago. And if Britain can hold the confidence that has so suddenly emerged, there are very good chances that the crisis will pass not only quietly but to the benefit of all involved, except Egypt.

Under present circumstances, there is no way for Egypt to impose her will to sovereignty over the Sudan.

British policy here, as now laid down, is to continue the administration as before. Firm measures are being taken to keep order, but there is to be no expulsion of Egyptian representatives.

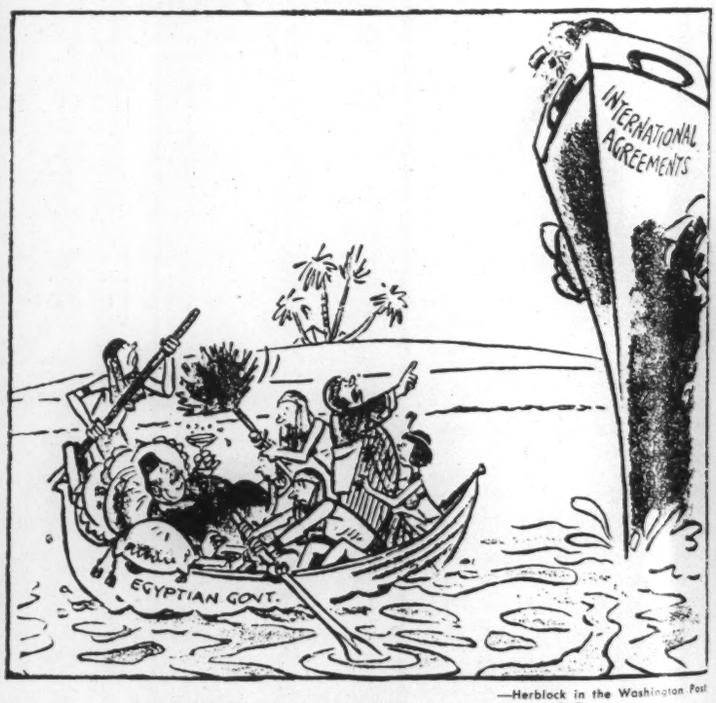
The Sudan Government, under Sir Robert Howe, the Governor-General, is in a strong position. The Sudan Defence Force, numbering about 4,500, is, I am told, unquestionably loyal to the Government. In addition, there is one British brigade in the country and another on the way, originally intended as relief, but which may be used as reinforcement.

Egyptian forces total about 1,000, of whom 600 are in Khartoum, 200 in Port Sudan, on the Red Sea, and 200 in Jebel Aulia, about 30 miles from Khartoum. The Egyptians, according to British officials, have not the aircraft to reinforce them by air. Both sea and rail communications are under British control. Any direct assault seems out of the question.

Egypt could attempt to put economic sanctions on the Sudan, but a careful study of trade between the two countries shows that it would hurt the Egyptians quite as much as the Sudanese, and probably a bit more. Most of the Sudan's exports go through Port Sudan, on the Red Sea, rather than down the Nile to Egypt, and Egypt cannot tamper with this so long as the British Navy keeps the Red Sea open and the Army sits on Suez. Most of the Sudan's current exports to Egypt could be sold without the blinking of an eye to Britain, to Europe and, at much better prices than Egypt pays, to Israel. A good deal of imports from Egypt could be bought without added trouble or expense from Japan.

About the only method left to Egypt to attempt to impose its will would be by fomenting civil disorders and sabotage. Extremists in the pro-Egyptian Ashigga Party have told me they were considering the use of such weapons and admitted receipt of money from Egypt.

Thus far there have been only very small demonstrations by students, usually two or three hundred, which have been quickly broken up by the Sudanese police and have caused no damage. British officials fear the outbreak of non-political rioting if looters could be organized to go on the rampage, but the authorities seem in firm control and show much confidence.—*OFNS*



—Herblock in the Washington Post

AND HE WAS ALL SET FOR A TRIP UP THE NILE

PC'S COMING UP

CONTINUED FROM PAGE 11

of history to live down. In Quebec, they've been dogged ever since 1916 by the conscription trouble. Now they think they are beginning to recover from it. For the first time in many years, they say, the Conservative party is organizing in Quebec under the straight Conservative label. In the 1949 election they tripled the 1945 Conservative vote. (In Quebec they had 26 per cent of the popular vote against the Liberals' 66 per cent. In the country as a whole they had just under 30 per cent against the Liberals' 50 per cent.) The provincial PC convention this spring seemed to fall flat. But Drew's fall tour was most successful. He addressed a meeting at New Carlisle and learnt that out of the 29 mayors in Bonaventure county 22 proclaimed themselves to be Conservatives. 19 of them were on his platform.

During this tour, incidentally, Drew made 45 speeches, of which 25 were in French. I didn't hear him, but I'm told they were definitely not of the *Je suis heureux d'être dans votre belle ville* variety. This may be a long way from rivalling St. Laurent, but it's something.

QUEBEC apart, the Conservatives, have to live down the "Depression Government" of R. B. Bennett. They think that 16 years, with an intervening war and a supervening inflation, ought to do it. They also want to clear themselves of the charge of being the "party of big business"; but they think Abbott and Howe will do most of that for them!

The more recent memory of the 1949 election, some of them think, is also against them. Most of them, however, are now moderating the blame that was heaped on George Drew for that fiasco. "We all egged him on," the fairest of them say. "George McCullagh and his Toronto *Globe and Mail* made it worse. But that embarrassing alliance seems to be over." There's no denying that some PC candidates found Drew's and McCullagh's campaigning in 1949 more of a hindrance than a help. But now, in retrospect, they put much of the blame on Liberal propaganda. One old Conservative MP told me: "He wasn't as bad as other leaders I've had to fight under."

The bogey of George Drew as an arrogant, overbearing autocrat is one which the Liberals foster lovingly. They couldn't get away with it if he didn't give them some evidence to work on. But this evidence has been getting harder to find lately. Even the Liberals agree that Drew's conduct in Parliament has been steadily improving. And the Drew that Conservative Members see is astonishingly different from the public bogey his opponents paint.

The Conservative caucus, in old days even more than now, must have been enough to try anyone's patience. George Drew has never given a sign of impatience. Conservative MP's themselves marvel. They say he never even looks bored. He never tries to dominate the discussion. He takes his line from the caucus. One Member told me he could remember only one occasion on which Drew led off with an uncompromising statement of his views; and then he did it so persuasively that even Members of the opposing view agreed he was right. "I wish," he said, "Drew would talk like that in the House."

Drew has another quality that—though neither of them would like it said—he shares with Howe. Both win the complete loyalty of subordinates; both take absolute responsibility for anything their subordinates have done; both stand by their staff unfailingly. Not only subordinates, but colleagues, say the same thing of Drew.

—Malak

JOHN DIEFENBAKER, George Drew's right hand man, is an effective House critic.

REMEMBER THIS ?

The tingling satisfaction of clear, cool water from the old pump on a hot summer day is a vivid memory to many of us . . .

. . . but, today, the convenience of water at the touch of a tap dims the memory of the hard work of pumping by hand. As an early supplier of efficient pumping equipment for municipalities, Fairbanks-Morse had much to do with making the advantages of convenient and healthful running water possible for millions of families.

Today, wherever unfailing dependability is of paramount importance, Fairbanks-Morse Pumps are hard at work in municipalities, industry and agriculture.

THE CANADIAN FAIRBANKS-MORSE COMPANY LIMITED

The Departmental Store for Industry — Serving Canada for 50 years.

Fifteen Branches across Canada

RP-51

DIESEL ENGINES • PUMPS • SCALES • ELECTRICAL EQUIPMENT • FARM EQUIPMENT • HEATING EQUIPMENT • STEAM GOODS MACHINERY • INDUSTRIAL SUPPLIES • RAILWAY & CONTRACTORS' EQUIPMENT • MATERIALS HANDLING EQUIPMENT • AUTOMOTIVE EQUIPMENT

"When he first came here as leader," said one of the Members, "I didn't think I'd get along with him. But, I tell you, he's a *swell guy* to work with. He's always considerate, and he never lets you down."

Somehow, this Drew that his friends and associates see has to be reconciled with the Drew that has so often been presented as an arrogant autocrat. This is a complex character and I don't pretend to have the secret; but part of it is that George Drew has the unexpected attribute of shyness which makes him appear stiff when he least wants to be.

The leader is important to any party; just think what St. Laurent means to the Liberals. But the Conservatives are not running a one-man party. John Diefenbaker, who has upheld the Tory banner in Saskatchewan by his own personal following alone, was Drew's rival for the leadership. He is one of the most effective critics in Parliament, and one of the most powerful voices in the party. Drew consults him more now than at any time since 1949. George Nowlan, the bluff Nova Scotia lawyer, who is president of the party; J. M. Macdonnell, the financial critic; Gordon Graydon, the old faithful whom everybody likes; Ellen Fairclough, the brisk, practical businesswoman; General Pearkes, VC; these—and others—are people who need not fear comparison with the present Liberal Cabinet. If you robbed most of the Ministers of their faithful departmental officials, and put them in opposition, not many of them would look better—man for man—than these Tories.

But the PC's abbreviated representation in the House of Commons is not the standard they'd like to be judged by. It's the people who are working for the party in the constituencies, and the people who will stand as its candidates, who will determine the future. You will hear complaints that the PC's are a party of generals without any supporting army of privates. It may be true. But at least it is less true than it was. The party can point to an increasing number of young and vigorous workers. The four men who won this summer's by-elections were 51, 36, 35 and 27 years old. The PC candidate in next month's by-election in Calgary is C. O. Nickle who is 37.

I think the Conservatives have the right to claim that they are pulling out of the doldrums. They are getting new blood. They are developing a new confidence. And this is happening at a time when the Government is getting into increasing difficulties.

BUT THIS is not to say that the PC's are yet an election-winning party. Not by a long shot. If they are pulling themselves up, it was a long climb they had to make. If they repeat the mistakes with which their past was strewn, they could easily send themselves back to the bottom again. If they don't make mistakes, they still aren't at the point where they can claim to inspire more confidence than the St. Laurent Government. But their present course is upward.

To this observer, who tries to be impartial, their main present need seems to be patience for yet a while longer. I think their first job is to persuade the public that they are responsible. The attempt to prove that they are right comes second, and depends on the Government proving itself wrong as much as on anything they can do. Their main task is to reestablish themselves in the public mind as an acceptable alternative to the Liberal Government.

If they are to do it, Drew must be as patient in the national scene as he is in the restricted scene of the party caucus. The PC attacks on the Government must be moderate and reasonable: this party cannot afford exaggeration. And they must remember that the future holds more than one election.

—Chambers in Halifax Herald Mail

"Hey! C'mon down and visit us sometime."

Who makes the most jobs?

Pulp and paper makes more jobs than any other industry. It stands first in production, exports, wages paid, and investment. Pulp and paper generates more than one of every ten dollars of the income of every Canadian.

PULP & PAPER INDUSTRY *of* CANADA

130 MILLS, SMALL AND LARGE, FROM COAST TO COAST

PP-111

BUSINESS: SPREAD DEFENCE ORDERS

MANITOBA IS READY—AND WAITING

by Carlyle Allison

IT IS A SORE POINT in Manitoba that Eastern Canada—and particularly Ottawa—still regards the keystone Province as primarily agricultural and withholds from it a fair share of defence orders for its burgeoning industry.

Manitoba wants the East to know that it grew up industrially during World War II and the succeeding years, and that the growth is continuing but could do with some vitamin pills in the form of defence orders.

Here are the statistics to prove the case: The total value of all farm production in Manitoba in 1950 was $298,952,000; the gross value of manufactured goods produced in Manitoba in 1950 was estimated at $525 million.

But what does Ottawa do? In the fiscal year 1950-51, by the Government's own figures, Manitoba firms received $18,313,037 worth of defence orders, just 2.94 per cent of domestic orders. Ontario's total was more than $248 million, and Quebec's $216 million, the percentages being 47.95 and 34.74. In the first four months of fiscal 1951-52, Manitoba's take was about the same percentage-wise—3 per cent—with Ontario 28.5 and Quebec 49.5.

Figures such as these annoy Manitoba manufacturers, particularly in the face of statements made by Prime Minister St. Laurent and Defence Production Minister Howe that they favored decentralization of industry. Last Feb. 26 the Prime Minister told the House of Commons that it would be healthier for the country if industry were more widely spread out through all parts of the country. Then, just two days later, Howe wrote to Premier Douglas Campbell of Manitoba, in answer to a letter seeking defence contracts for Manitoba firms: "I can assure you at the outset that there is no lack of desire here to place contracts with Manitoba firms. The Canadian Commercial Corporation have instructions to give a preference to firms in Manitoba and on the Prairies in considering tenders on military equipment, and I am sure that they are doing so."

Three out of 100 does not impress Manitoba manufacturers as much of a "preference," a gain of .06 per cent over the previous year. One of the troubles, of course, is that the Government has not revived its "bits and pieces" program of the last war to which Manitoba made a fair contribution.

The fears in Manitoba are that the quickening defence build-up in central Canada will entice skilled workers away from the West to the East, that industrial development of Manitoba will not be assisted when it could be, and that, when materials tighten up for non-defence industries, a number of Manitoba industries will find it difficult to keep in business.

The case for Manitoba is expressed something like this: Manitoba, located geographically in the heart of the nation, has the obvious advantage of inland security. In addition, it possesses a skilled labor force that has ability and creativeness equal to that found anywhere else in Canada. The Province's record of peaceful labor-management relations is unequalled anywhere in the country. Management has acquired new manufacturing skills and experience, and has proved itself capable of developing the resources and raw materials of this region. Manitoba is particularly well suited for the development of finished-product industries manufacturing goods that have high unit values and require skilled labor. Light-metal fabrication, woodworking, the manufacture of electronic and scientific instruments are examples of industries that have been very successfully developed in recent years and could be further developed.

SURELY C. D. Howe cannot plead that $18 million in defence orders in an output of $525 million by Manitoba manufacturers is much of a contribution to a Province that has been working at the job of developing its industries.

The coming months, too, are important ones for Manitoba for it is on the threshold of bigger things. The Province has a new $10-million oil refinery; it is hoping to get natural gas by pipeline from Alberta; it is expectantly watching the drilling of oil wells in Manitoba's southwest corner; it is rolling back its northern frontier in new mining sagas, and the CNR is about to build a new 120-mile line from Sherridon to the rich nickel-copper deposits at Lynn Lake; it is looking forward to cheaper transportation and readier access to markets through construction of the St. Lawrence Seaway.

If that picture could be rounded out with a fair share of defence orders to keep all manufacturing plants humming, Manitoba would not need to look too enviously in the direction of either Alberta's oil fields or Quebec's iron range.

For the people in other parts of Canada, who are less familiar with Manitoba's industrial growth, it is perhaps necessary to look backward, too, to comprehend the Province's strides. A few statistics will sketch in the broad outlines of the story.

Going back to the first year of World War II we find that the gross value of manufactured goods produced in Manitoba was only $134 million, contrasted with $525 million in 1950. In the same period the number of manufacturing firms grew from 1,000 to more than 1,600, their employees from 24,000 to 43,000, and in 1951 alone 25 per cent of the Province's manufacturers have expanded their plant facilities.

New capital investment has been running at the rate of $13,300,000 per year against $2,300,000 for the years immediately preceding the war. And today the variety of articles produced in the Province adds up to more than 1,100 product classifications. These manufactured articles range from adhesives, agricultural implements and aircraft accessories to wallboards, washing machines and weed killers. The Province is now producing a wide range of highly fabricated products from taxi meters to hydraulic automotive hoists and from electric circuit breakers to heavy power house equipment.

Manitoba ranks fourth among the provinces of Canada as an industrial area, behind Ontario, Quebec and British Columbia, and 33 of the 40 leading industries in Canada are represented in the Province to varying degrees.

THE LEADING industry in Manitoba is still meat packing but the railway rolling-stock industry is catching up with it, as is textile manufacturing, and the petroleum industry, which has been given such a boost by the oil pipeline from Alberta and the construction of the $10-million refinery of the Imperial Oil Company.

To give some idea of the major industrial developments that are going on in Manitoba, perhaps a few should be cited. A $3-million power plant is to be built at Laurie River to supply power to the Lynn Lake development and another $4,800,000 will be spent on development work and plant at Lynn Lake Mine.

Hudson Bay Mining and Smelting Company at Flin Flon has completed a new zinc fuming plant at a cost of $9 million. Manitoba Rolling Mill Company is undergoing a million dollar expansion program which will take two years to complete and increase productive capacity nearly 50 per cent. A new cement-mixing plant is being built in Greater Winnipeg at a cost of $100,000. A new steel fabrication plant costing $550,000 has been opened. Standard Chemicals has opened a new manufacturing branch plant to service the entire Western Canada market. Maytag Company Ltd. have opened a $750,000 manufacturing and distributing plant designed to serve the entire Canadian market.

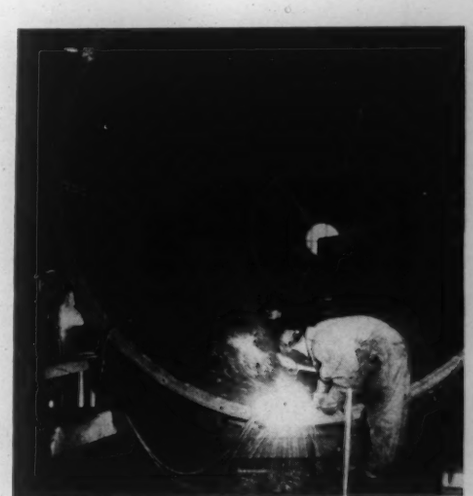
Naturally Winnipeg, as the leading retail, wholesale and trading area of the prairies, is sharing

CONTINUED ON PAGE 30

CARLYLE ALLISON, *is Editor-in-Chief of* The Winnipeg Tribune.

—CP

FARM production, valued at some $299 million in 1950, has been lapped by booming manufactures.



—Manitoba Bureau of Travel and Publicity

FACTORY production was valued at some $525 million in 1950 — a 500% rise in a decade.

CANADIAN BUSINESS

ARMS ORDERS AND RED TAPE

RECIPROCAL arms orders between Canada and the U.S., and the gap between planning and output in Canada's defence production program, are but two of the major difficulties in the North American defence effort. But they are two of the most publicized ones.

At the Annual General Meeting of the Canadian Industrial Preparedness Association, Deputy Defence Production Minister Max Mackenzie offered explanation and clarification of the nature of the difficulties:

Since July 1, 1950, the Canadian Government has placed $500 million worth of contracts in the U.S. Aircraft requirements formed the major part of the total ($221 million), followed by electronics ($103 million), vehicles ($84 million), and weapons and ammunition ($64 million).

In the same period, the U.S. Government placed orders in Canada amounting to some $95 million. The radar screen program accounted for the largest portion of this total ($40 million) followed by weapons, chiefly the three-inch, 50-calibre naval guns, ($27 million), aircraft requirements ($14 million), Arctic huts ($5.3 million), and explosives ($6.7 million).

"Canadian industry," said Mackenzie, "will have to take a greater part in the U.S. defence program, if we are to make the fullest use of our Canadian productive facilities, and if we are to reduce the gap in our international balance of payments." The two possible solutions: (1) More prime contracts from the U.S. Government; (2) Sub-contracts from U.S. prime contractors.

Agreement between defence production chiefs in the two countries has been reached on the desirability of following both these courses.

The plans have been drawn up for doing so; but the gap between plan and practice—between agreement on the need for and economies of reciprocity and the placing of signatures on orders—is still, evidently, five times as wide as it should be. There are many reasons for the gap. Some of them have pretty solid economic justification (as, for instance, the existence of unused capacity in the U.S. coupled with the lack of certain facilities in Canada). Two big reasons for the gap, however, are the result of either red tape or short-sighted self-interest: U.S. tariffs and the "Buy American" Act. Giant steps are being taken to clear away these difficulties.

THERE is no tariff problem when the U.S. Government enters into a prime contract for the purchase of supplies from a Canadian firm; under this condition, no duty is paid when the supplies enter the U.S. There is a similar exemption for imported components to be incorporated by a U.S. prime contractor in goods which will be delivered to the U.S. Government. Certificates authorizing this exemption will be more freely given in future. The U.S. Air Force has started the ball rolling by authorizing some of their regional representatives to issue them.

Under a close look, the "Buy American" Act appears somewhat less of an obstacle to reciprocal arms orders than is generally believed.

According to Mr. Mackenzie's interpretation of the Act (which has been checked and confirmed by the U.S. Munitions Board) there are certain instances in which the Act does not apply. As an example: the Act applies only to Government purchases *for use in the U.S., its territories and possessions.* Thus it would not apply to items sold to the U.S. Government which are to be delivered elsewhere—to Korea or Western Europe, for instance.

Also under the Act, sub-contracts can be placed in Canada without any special authorization provided the Canadian content, together with all other non-U.S. material does not exceed 25 per cent of the total cost to the U.S. contractor of manufacturing the end-item.

The second major gap—the domestic one between planning and output in the Canadian defence production program turns out to be not such a yawning chasm as it appears from some angles. While the Deputy Minister admitted that the sum yet to be covered by contracts for goods and materials ($2.3 billion) is large, he pointed out that the pattern in which it will be spent is already established. Canadian defence production, then, is well past the blueprint stage as far as aircraft, shipbuilding, mechanical transport, textiles and routine military supplies are concerned.

IN THE FIELDS of electronics and guns and ammunition the program is not so far advanced. Some $560 million is earmarked for electronics over the three-year period. The delay in giving orders to cover this is largely attributable to the amount of development work that has to be done before the orders can be placed. Adding to the hold-up is the delay in getting detailed plans and specifications of the items required. Many of these, such as proximity fuses and electronics gear for jet aircraft are new to Canadian industry and consequently require considerable preparation. In more familiar lines, such as No. 4 Mark VI radar sets and the One-Mile Infantry Pack Set, production is underway.

The main stumbling block in the guns and ammunition program has been the standardization problem. Standardizing on the U.S.-type equipment has made detailed studies of U.S. production methods and techniques necessary. This is a time-consuming operation, and means a delay of another year before the full impact of orders in this category is felt.

why an
insurance agent?

You know it's not practical for the soup canner to sell direct to you, the consumer—and you like the opportunity of selecting your own favourite brand.

It is equally true that it is not practical for a Casualty Insurance Company to sell directly to you, the policy-holder.

Your insurance agent is a specialist in his business. He can help you choose the policy best suited to your needs and follow through with continued service.

THE EMPLOYERS' LIABILITY ASSURANCE CORPORATION LIMITED

Fire, Casualty and Automobile Insurance

MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

BY APPOINTMENT
SCOTCH WHISKY DISTILLERS
TO H.M. KING GEORGE VI
WM. SANDERSON & SON, LTD., LEITH

'Quality Tells'

VAT 69

Finest

SCOTCH WHISKY

BOTTLED IN SCOTLAND

INSURANCE

THE POST-MORTEM MEN

by Douglas R. Weston

WHEN the insurance adjuster arrived at the resort he was ushered by the apparently anguished proprietor into what had once been a magnificently stocked bar. Now the shelves were virtually empty and the floor was carpeted with the splintered remains of scores of bottles.

The adjuster noticed that there was no fire damage. The fire itself had been confined to the upper floors of the resort. Almost in tears, the proprietor explained that, in putting out the fire, the fire brigade had almost wrecked the bar. Now he wanted the insurance company to make good his loss, as provided in his policy.

"Well," said the adjuster, "here's what we'll have to do. We'll sweep up all the glass and weigh it. Then the weight of the glass should approximately correspond to the number of bottles you had on your shelves."

This seemed logical to the owner but—he never collected.

The reason? When the glass was swept up it was discovered that there were no corks or bottle tops in the debris. The adjuster figured—quite correctly as a later admission proved—that the proprietor had deliberately smashed a lot of empty bottles after the fire in the hopes of collecting for full bottles "destroyed as the result of the fire."

Great Expectations

While such an incident is unusual in the adjusting business, it is not entirely unexpected. Very often when a person suffers a fire loss he frequently has an exaggerated idea of what he should get from the insuring company. It is the adjuster's job to bring the claim down to more realistic levels.

Some insurance companies have their own adjusters and there are independent companies who do nothing else. One of the latest entries in the field is the Underwriters' Adjustment Bureau, Ltd.

Backers of the Bureau are more than 100 fire and casualty insurance companies, but its facilities are available to all fire and casualty companies, whether they are members or not. At the same time the Bureau will cooperate, where and when necessary, with insurance company adjusters and with independent adjusting firms.

Nucleus of the Bureau was the adjusting firm of Charles N. Turner & Co. Ltd., which moved in lock, stock and barrel. Charles N. Turner became General Manager. A number of other adjustment firms also joined, bringing in much needed qualified staffs. In addition, adjustment firms in other centres, where the Bureau will eventually open offices, have offered their services.

"Some people," said Turner, "have the impression that the Bureau will force out of business many of the smaller adjustment companies. This isn't true. As a matter of fact, there is more than enough business for everybody."

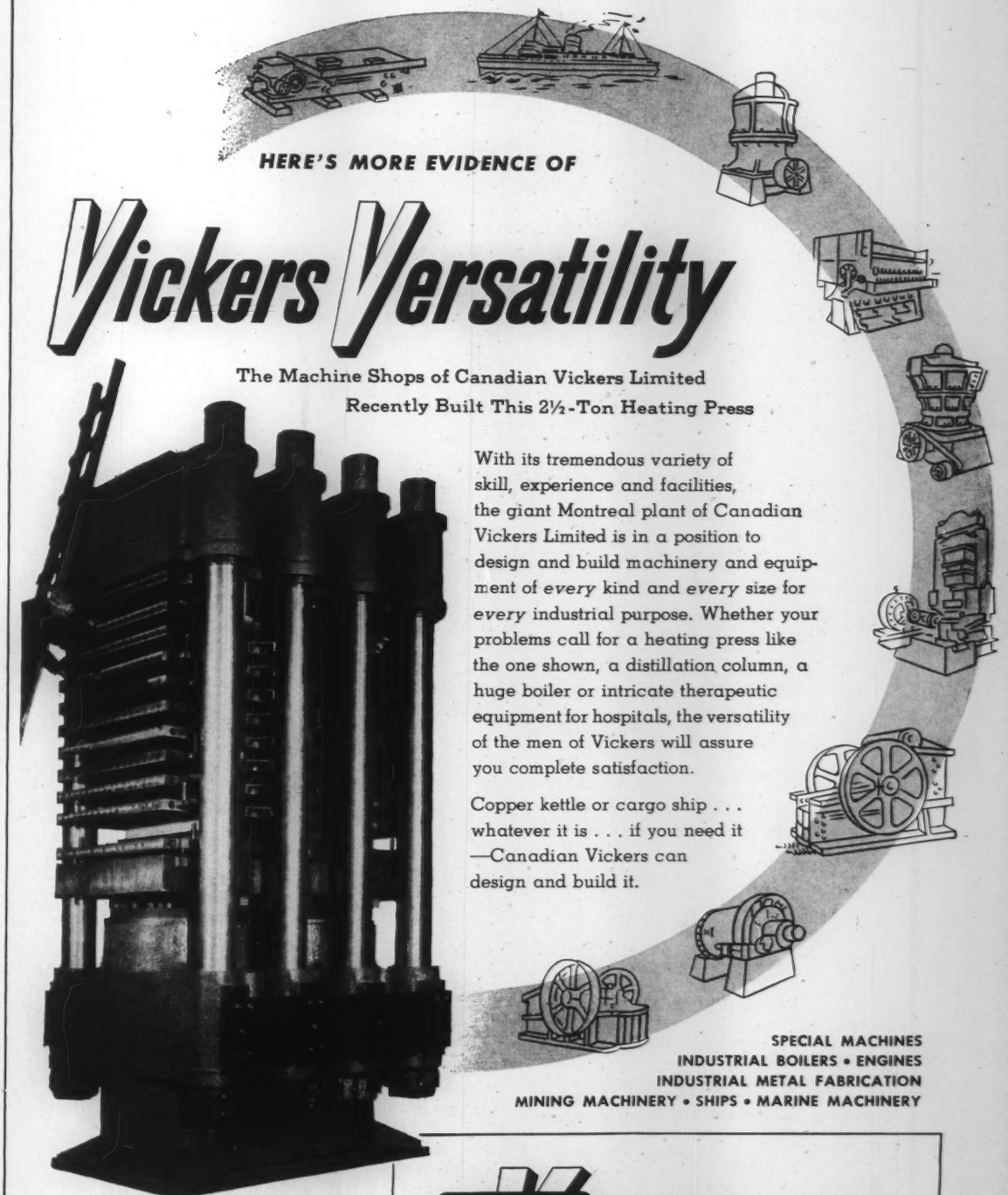
At the moment the Montreal office is the only one in operation. Plans are afoot, however, to establish principal branch offices in major cities from coast to coast. The first one will set up in Toronto.

While there are a great many competent and efficient adjustment companies in Canada, for some time many of the fire and casualty companies have felt that there should be greater uniformity in the adjusting of similar claims.

Operations of the Bureau will be along lines similar to those in the United States, where a countrywide adjustment organization has been operating for more than 50 years.

Turner points out that it is not obligatory on the part of the member companies to use the Bureau. In some instances it might be feasible to make use of an independent adjuster: in a small town, for example, where an adjuster would be on the spot and acquainted with local conditions.

"For years now," he states, "the adjustment firms have been swamped


HERE'S MORE EVIDENCE OF
Vickers Versatility
The Machine Shops of Canadian Vickers Limited
Recently Built This 2½-Ton Heating Press
With its tremendous variety of skill, experience and facilities, the giant Montreal plant of Canadian Vickers Limited is in a position to design and build machinery and equipment of every kind and every size for every industrial purpose. Whether your problems call for a heating press like the one shown, a distillation column, a huge boiler or intricate therapeutic equipment for hospitals, the versatility of the men of Vickers will assure you complete satisfaction.
Copper kettle or cargo ship . . . whatever it is . . . if you need it —Canadian Vickers can design and build it.
SPECIAL MACHINES
INDUSTRIAL BOILERS • ENGINES
INDUSTRIAL METAL FABRICATION
MINING MACHINERY • SHIPS • MARINE MACHINERY
CANADIAN VICKERS MONTREAL LIMITED
Toronto Office: 25 King St. West
V-11
2500 ton Heating Press built by Canadian Vickers Limited to Watson-Stillman designs for a Canadian paper company. 290,000-lbs. weight. 2 cylinders—8 column construction with 11 steam plates. Ten 4" openings.

with business. Actually, in some centres, there is more business than can be handled satisfactorily. As a result there has been unavoidable delays at times in adjusting claims. When a policyholder has a loss he feels that the insurance company should make a settlement in the shortest possible time. If there is what he considers an unwarranted delay in making a settlement, it may react not only on the insuring company but the industry as a whole."

Adjusting costs, of course, are always met by the insurance companies. At no time is the public called upon to make a direct contribution to the adjuster. Unless, of course, the claimant is dissatisfied with the decision of the adjuster and calls in one of his own choice to make an appraisal. Indirectly, however, the insuring public does contribute through premiums.

Turner points out that with a large staff on tap, specialization will be the order of the day. "A man looking after buildings will not appraise contents. On the other hand, the contents category is broken down into various classifications. One adjuster will look after residence contents. Another will attend to retail establishments. Even this is broken down still further so that men who know the furniture field are not asked to investigate a shoe store."

One of the Bureau's best men was formerly a top furniture salesman in a Montreal department store. Claimants who thought they could get away with jacking up the original price of the damaged furniture have been disagreeably surprised. Also employed by the Bureau are former garage mechanics, lawyers and chartered accountants.

One of the most important adjuncts to the adjusting business is that of salvage. Successful salvage can aid materially in bringing down costs. In one case a few years ago a factory housing dress and suit manufacturers caught fire. It was midwinter and the water poured into the building naturally froze. The adjuster was on the job almost as soon as the fire department, and as soon as the fire was under control he was in the building. He ordered all the sewing machines to be coated with grease. Only two of the machines, due to his fast thinking, were damaged irreparably.

Not a Police Force

Turner emphasizes that his organization is not a police force. "We are, simply and plainly, an adjusting and appraisal firm. If we see something that looks suspicious, however, that is the business of the Fire Investigation Bureau and the Fire Marshal's office, with whom we co-operate."

It sometimes happens that the Bureau receives both sides of an automobile claim. The practice is to receive the claim of the first company reporting it, and on being assigned the other side of the loss by a second insurer, the Bureau notifies the latter that it is acting for the first company, giving the second insurer the option of using the services of an independent adjuster or having the Bureau continue on the case of they so desire.

If the second insurer asks the Bureau to continue with the case, then the Bureau notifies the first insurer of these circumstances. If the first insurer objects, then the Bureau notifies the second insurer that it cannot act for it. However, many companies have been agreeable to having the Bureau handle both sides as they claim that this helps speed up adjustment of the claim.

So far as the independent adjusting firms are concerned, the Bureau has no desire, or intention, to monopolize the business. There is plenty for everybody. Like any other business it is competitive and the company offering the best service will get the most business. Where the Bureau doesn't have an office and it receives a request to adjust a loss, it will suggest that the principals may be better served by employing a local adjuster.

"What happens," the General Manager was asked, "if one of your own men is involved in an accident? Who adjusts the loss?"

"We do," he chuckled. "And we put the man who was involved in the accident on the case and if we can't get a reasonable settlement we give him the devil."

...and he's bringing you
a smoother Hot Buttered Rum!

Spicy, steaming, smooth as molten gold . . . a cup of
Hot Buttered Captain Morgan Rum is a favorite on any cold day.
There's a special, but simple, way to make it. The new
Captain Morgan Recipe Booklet will tell you how.
It is full of new ideas for delightful rum drinks
and food recipes. For your free copy, write
Captain Morgan Rum Distillers Limited,
Dept. E, Montreal, Que.

Black Label
Extra smooth
and flavourful

GOLD LABEL
Rich and full-bodied

Captain Morgan
RUM

Blended in Canada from Carefully Selected Rare Old Rums
by Captain Morgan Rum Distillers Limited.

BUSINESS OF WAR

ECONOMICS OF DESTRUCTION

by John L. Marston

London.

AGAINST a background of atom-bomb tests in widely-separated places, a new idea has been developing in America. It is that it should be possible in future to wage war much more cheaply with atomic than with traditional weapons.

This idea is associated principally with the statements of Gordon Dean, Chairman of the U.S. Atomic Energy Commission, that there would be atomic weapons for both "big situations" and "little ones," and of Senator McMahon that America could have more effective weapons at a saving of $30-40 billion a year.

The reasoning behind this idea is that new discoveries of suitable ore and new production units for handling it offer greatly increased scope for the use of atomic power for war; such power is so much more potent than traditional methods it will be possible to wage war effectively with less traditional armament than has hitherto been considered necessary.

These matters are in the realm of science, particularly military science. But they have economic implications. Senator McMahon estimates the annual saving at about half of the budgeted defence expenditure of the U.S. in the coming phase of rearmament. If it is really possible to cut military spending by a half, the economic outlook is transformed. The atom bomb may be a great economy, not—as has until recently been assumed — a great additional expense.

It must be pointed out, however, that the advocates of these new atomic weapons have made no claims for their impact on the present situation. There is no suggestion that they are in the stage of mass-production. In their own gruesome way, they *promise* well; but they have no relevance to the military situation of the moment. They are experimental. Huge new plants must be built before they can be produced in quantities that could affect the course of a war.

This is the crux of the matter. Not only is it impracticable to substitute these new weapons for the old ones in the near future: it is necessary to develop the new ones—at great expense—at the same time as the old ones are being produced in increased quantities.

These developments have to be judged in relation to a time-scale. For some years—perhaps until 1955—this immensely important advance in the technique of destruction requires large-scale capital expenditure, on top of rearmament. Like any other capital expenditure, it is inflationary in the short run, though deflationary in the long run. And the problem of inflation with which we are grappling now cannot wait until the middle 1950's.

Furthermore, the idea that half of the prospective arms bill can be saved a few years hence is a static idea. It assumes that potential enemies will

—Wide World

TACTICAL ATOM

OPENING BLAST in tests of battlefield atomic weapons near Las Vegas, Nevada at the end of October. Fireball at the core of the blast appears over watching newsman's shoulder. For the first time troops participated, and the series of "test" explosions that the U.S. Atomic Energy Commission has been carrying on since the end of World War II graduated to the status of "manoeuvres". 5,000 troops participated. The first manoeuvre consisted of watching the atomic explosion from a distance of around seven miles, and then moving in to observe the effects of it on simulated battlefield installations.

MR. S. TRACEY, 244 Virginia Avenue., Toronto

Cuts oil bill 30%

"Some four years ago," writes Mr. Tracey, "I had an Iron Fireman Vortex oil burner installed and our gun-type burner removed. We are very well pleased with our Vortex and I might say that we have saved approximately 30% of our oil as against our old burner, and that is 7% more than your salesman predicted after making a survey of our old heating plant."

Iron Fireman Radiant Vortex oil fired furnace. A complete, self-contained warm air heating unit with the fuel-saving Vortex flame. Warms, cleans, humidifies, circulates the air for health and unexcelled home comfort.

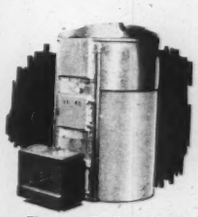
YOU are not dealing in penny-ante savings when you install Iron Fireman Vortex oil heating. It cuts important *dollars* off your fuel bills. Iron Fireman users have reduced oil bills as much as 30% after replacing their former oil burners with the Iron Fireman Vortex burner.

You can easily see why such savings are possible. The Vortex flame is not enclosed in a pit. Its radiant, bowl-shaped flame spreads outward over a heat-reflecting hearth and sweeps the sidewalls of the furnace or boiler. It is a highly efficient flame, extracting maximum heat from every drop of oil, and *all* of its heat is applied instantly to the heating surfaces. Costly warm-up period is reduced to a few seconds.

In addition to saving fuel, this quick-acting Vortex flame provides steadier, more uniform heat. It is controlled by the heat-anticipating thermostat and other precision instruments of the exclusive Iron Fireman Syncrostat control system—engineered and built by Iron Fireman specifically for Iron Fireman equipment.

Iron Fireman products sold in Canada are built by the Iron Fireman Mfg. Co. of Canada, Ltd., Toronto. Visit your local Iron Fireman dealer and examine his display of new equipment, or mail the coupon for further information.

* T. M. Reg. U.S.



Iron Fireman Radiant Vortex Conversion Burner

Turns your present furnace or boiler into an automatic heating system with bowl-shaped Vortex flame, *located at the grate line*, it is most efficient oil burner you can buy for a furnace or boiler designed for coal firing.

IRON FIREMAN *oil heating*

THE MAGIC OF THE RADIANT FIRE

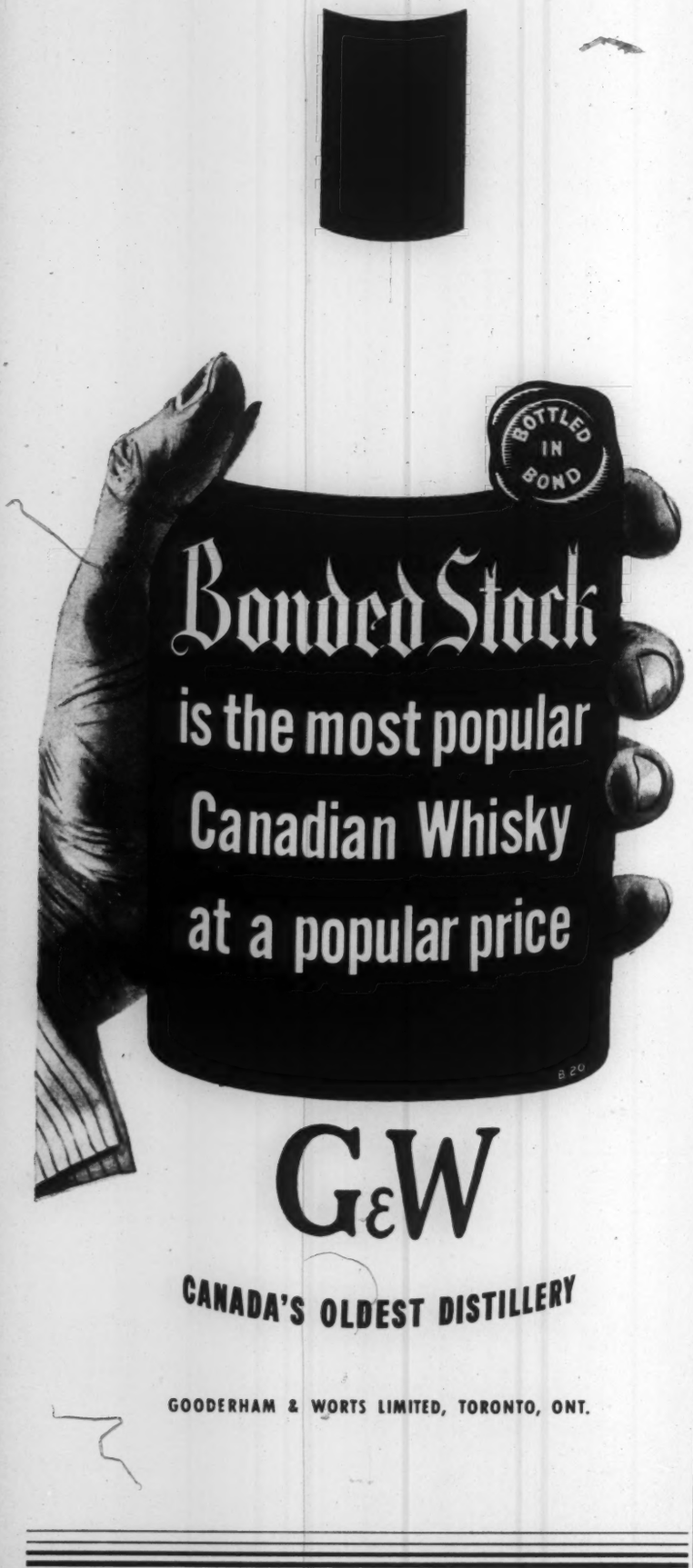
Ask for "The Magic of the Radiant Fire," sent free. Use this coupon. Address **Iron Fireman Mfg. Co. of Canada, Ltd.**, 80 Ward Street, Dept. 92, Toronto, Ontario. Other plants in Portland, Oregon; Cleveland, Ohio. Dealers everywhere.

Name _____

Address _____

City _____

Province _____



not be advancing their military techniques at a similar rate.

We must face the fact that in the short run and in the long run an armaments race means unremitting competition for supremacy. And this competition promises an ever-increasing burden, unless destructive atomic power becomes so cheap and efficient that it is possible to guarantee in advance, at a relatively small cost, the military annihilation of an adversary.

The politicians and military strategists see disadvantages in this concentration on atomic weapons, apart from their (possibly unavoidable) economic implications—which never seem to worry the strategists unduly. It is said that they are of great potential value for disrupting an enemy offensive but of dubious value in support of a counter-offensive — and western strategy no longer favors the idea of a long period on the defensive. It is said that atomic warfare presupposes a comprehensive chain of bases far removed from America's atomic arsenals; that those forward bases are vulnerable, and that their populations are sensitive to the idea that they may be "expended." There is also the danger that, confident of supremacy a few years hence, the Western powers may overlook the possibility that war will break out much sooner.

In brief, on the evidence so far available, these new weapons do not alter the essential elements in the situation. If they can be used diplomatically, as an advantage so strong that it is possible to propose international negotiations for peace without apparent weakness, they may be of inestimable benefit. But if they proceed merely as another phase in the race for supremacy they cannot offer lasting comfort. Military strength at the price of economic breakdown would be a poor bargain.

—Miller

WARNS against counting too much on atomic arms: Defense Sec. R. A. Lovett.

NUCLEAR PROPAGANDA

THE UNVEILED THREATS

IN HIS celebrated *Pravda* interview early last month, Stalin stated explicitly that "the testing of atomic bombs of various calibres will be carried out in the future."

Obviously Stalin could not make a statement of that categorical kind without implementing it: and in the near future we may expect more atomic explosions from the USSR.

Those explosions form the latest weapon in the cold war—a war in which nations let off bombs on their own territory in order to depress their enemies and encourage their allies without starting the proper war.

Not much is known about the development of nuclear science in the Soviet Union. All that the Kremlin has told the world, through Vyshinsky and its controlled press, is proved by Stalin's statement and other recent events to have been a tissue of barefaced lies. After the first explosion, just two years ago, the Kremlin gave out through various spokesmen that although the Soviet Union had the secret and know-how of the atomic bomb, in fact this knowledge and skill was being used for exclusively peaceful purposes.

The Kremlin seems to have been taken off its guard when President Truman announced the first atomic explosion two years ago. It did not at all suit the Politburo, as the champions of peace, to have it known that the spiritual headquarters of the World Peace Council was manufacturing atomic bombs. So Mr. Vyshinsky and others were allowed to say that the only use being made of atomic energy in the USSR was in the world of "peaceful construction."

But recently Stalin seems to have come to the conclusion that with the rising strength and confidence of the West something was urgently needed to impress the Russian people, the satellites and the "doubtfuls", with the strength of Russia, and to prove to them that she could hold her own with everyone: and the only way this could be done was to admit openly that Russia, too, was making atom bombs — and bombs of "various calibres."

A new explosion occurred, the second. President Truman made his announcement. Within 48 hours Stalin's "interview" was published—indicating beyond all doubt to close students of Russia that it had been prepared in advance. In other words, that Stalin was only waiting for President Truman's announcement.

From all this we re-learn one old lesson—that the Kremlin never minds being caught out in a lie when that lie has served its purpose—in this case the purpose of proving that the Kremlin was not interested in the warlike properties of atomic energy; and we learn one new one—that the Kremlin is rattled by the renascent strength and confidence of the West and is using the threat of the atom bomb, for so long kept secret, to counter it. This last fact should make us accept with the utmost reserve any future claims Stalin may care to make.—*OFNS*

BUSINESS COMMENT

WE CAN AID BRITISH RECOVERY

by P. M. Richards

BRITAIN is to cut down her purchases from Canada, the United States and other non-sterling countries by $980 million a year, as one of various drastic steps to save herself from national bankruptcy. This will be a blow to us, already hit by previous contractions in British buying, but no doubt Canadian complaints will be restrained by recognition of the seriousness of Britain's position. Canadian business will naturally tend to place more confidence in the soundness of the new Conservative Government's policies than it did in those of the preceding regime, which included many socialistic measures which the bulk of opinion on this continent regarded as extreme and impracticable.

This lack of faith in the Attlee Government's socialistic projects was an obstacle to the extension of full U.S. and Canadian economic support for Britain. We may now expect to see that this obstacle has been removed, and that its disappearance produces important results. Commonwealth finance ministers are to meet in London in January to see what can be done to restore world confidence in sterling. That problem is of much more than Commonwealth significance, and it would be reasonable to invite the U.S. to participate. One of the chief evidences of Britain's continuing economic instability has been her inability to permit the free convertibility of sterling. Now, with a government in power that is so much less subject to question on doctrinaire grounds, it seems possible that wholehearted American aid may result in bringing about sterling convertibility. This would greatly ease Britain's trading difficulties and those of all the Western nations.

IT SHOULD, of course, be appreciated that Britain's economic troubles are by no means wholly attributable to the former Socialist Government. Britain was exhausted by her tremendous contributions to the cause of freedom in two world wars, the greatest contributions made by any nation, and was unable to carry the additional economic burdens laid upon her by the well-meant but misguided policies of the socialists. Whether those policies were fundamentally practicable or not, they could scarcely have been applied at a less suitable time. Britain is now not far from national bankruptcy, and only courage, sweat and austerity will bring her through.

Britons were shocked by Chancellor of the Exchequer Richard A. Butler's blunt warnings about the closeness of bankruptcy. But the truth probably is that Britain would have been adjudged bankrupt years ago if she were a commercial corporation whose right to existence was measured by its ability to show a profit on operations. However, a nation has an asset the commercial company lacks —a soul. Britain is particularly strongly equipped in this respect; she still has the soul that has brought her through countless adversities, and it constitutes her greatest asset, as all the world recognizes.

It's true that a nation, like a commercial corporation, is broke when it hasn't enough money, and can't raise it, to carry on operations. Britain is perilously close to that position. But with the new reason for hope afforded by the Churchill Government's return to office, effective help should be forthcoming from Britain's friends and associates, who have a very direct stake themselves in her recovery. Canada could extend some help immediately by inviting Britain to accept a free gift of Canadian food and such raw materials as we can spare from our own essential production. The amounts should be as large as we can manage. Aside from the inflation, our economy is as strong as Britain's is currently weak. We can easily get along without payment, and it would be good business to do so, in view of our own economic interest in Britain's future welfare. And there is, of course, another consideration—the simple, sentimental fact that Britain is our mother.

Stock Racketeering

AT LONG LAST we are really doing something to stop the fraudulent selling of securities from Ontario, mainly Toronto, across the U.S. border. With the Canadian Government's acceptance and signature of the strengthened extradition treaty long urged by the U.S. Securities and Exchange Commission, the crucial step towards ending this traffic is now to be taken by putting teeth into Canada's Extradition Act. Parliament will have to approve the changes, and this cannot occur until early next year because of pressure of other business. The U.S. Senate will similarly have to vote on changes in the U.S. Act, but final action is not expected to be delayed in either case.

Under the amended Extradition Act, stock-selling racketeers (many of them U.S.-born) who have long sheltered under Canadian laws while defying those of the U.S. will be liable to extradition and trial in the United States. The clean-up which should result will benefit Canada as well as the U.S.

Steel Outlook

DESPITE the Government's restrictions on non-essential construction designed to relieve the pressure on scarce steel, the volume of construction contracts awarded across Canada during the first months of 1951 amounted to $1.9 billion compared to $1.1 billion during the same period of last year. The reason, of course, is that the increase in demand for steel for defence and defence-supporting pro-

Purchasers and Distributors of Government, Municipal and Corporation Securities

Enquiries Invited

A. E. Ames & Co.
Limited

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA
LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND
ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

"ON CONDITION SHIPMENT BE MADE IMMEDIATELY"

When minutes count and accuracy is imperative, BELL TELETYPE meets the deadline. Orders — instructions — facts and figures — all are transmitted *and received* as fast as they are typed. Each machine will type up to seven copies. The message can be checked and corrected immediately if necessary.

BELL TELETYPE is the quickest, most efficient way to keep two or more units of a business in close communication. Its privacy, dependability and value are proved daily by manufacturers, financial houses, retail and wholesale outlets, public utilities, publishers, transportation systems and many other businesses, large and small.

Call or write our nearest Business Office for information on how BELL TELETYPE can save *you* money.

THE BELL TELEPHONE COMPANY OF CANADA

"MY BANK"
TO A MILLION CANADIANS
B of M
Canada's First Bank
BANK OF MONTREAL
WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817
AD98

RIDING THE CREST
BECAUSE IT'S
PUREST AND BEST
"Kingsbeer"
EVERYBODY'S BEER
RIGHT THROUGH THE YEAR
Guaranteed - THE FINEST LAGER BEER EVER BREWED

Automobile and General Casualty Insurance
Lumbermens
MUTUAL CASUALTY COMPANY
Agency Inquiries Invited
Fire and Allied Lines Written in Associated Companies
"THE SAFETY-MINDED COMPANY"
B. C. DAHLMANN Res. Vice Pres. Concourse Bldg. Toronto Plaza 8611

jects more than took up the slack resulting from cut-backs elsewhere.

The Canadian Construction Association, concerned about the effects of these cut-backs on certain communities, asked the Government to relax the restrictions in special circumstances where small amounts of steel would be required, and it appeared that this would be done, especially for some projects in the Maritimes and on the prairies. But the recent sharp tightening in steel supplies from the United States has checked this.

With no substantial increase in steel production in Canada and the U.S. due until late next year, the steel prospect for 1952 now indicates there will be little or no relief for non-essential users. Defence and associated construction will apparently proceed actively, with the prairies getting a good percentage as a result of the rehabilitation of air stations. But firms which have specialized in the construction of schools, churches, etc., will continue to be sharply limited on this work by shortage of steel.

Canada's current huge capital investment in basic industries will naturally lead to the establishment of secondary industries—new townsites and schools, hospitals, utilities, roads, etc. Robert Drummond, President of the Canadian Construction Association, pointed out, in a speech in Winnipeg the other day, that the construction industry must be prepared for the big requirements of the future.

MANITOBA

CONTINUED FROM PAGE 23

heavily in the change from an agricultural to an industrial economy. Hardly a week goes by without announcement of some company expansion plans and a great many of them are sharing in the development of a new 400-acre industrial site in the west end of Winnipeg. The Ford Motor Company is building a million-dollar parts depot; General Motors has just purchased a 100-acre site for a headquarters serving Manitoba and the Lakehead; the Massey Harris Company has erected two warehouses worth $80,000; the John Deere Plow Company has a new $600,000 warehouse building; Gutta Percha and Rubber Ltd. has put up a new warehouse and office building. Other big firms with construction plans include Westinghouse, Canadian General Electric, Kraft Foods Ltd. and Macleod's Ltd.

A feature of the industrial development of Manitoba is the number of small manufacturing plants that are being located in outlying towns—a result of the rural electrification program that has been pushed by the Government and its creature, the Manitoba Power Commission: 27,000 Manitoba farms are now served by the Manitoba Power Commission as contrasted with less than 5,000 only five years ago.

This rural electrification and the frontier development programs indicate that Manitoba is not concentrating its industrial expansion in "established" areas. The Province's industrialists believe there is a healthy precedent and a much-needed lesson for Ottawa in the Manitoba policy.

THE OLDEST
INSURANCE OFFICE
IN THE WORLD
SUN INSURANCE OFFICE LTD.
FOUNDED 1710
FIRE MARINE CASUALTY
TORONTO
MONTREAL WINNIPEG EDMONTON VANCOUVER
EVERYONE NEEDS THE SUN

CANADIAN INVESTMENT FUND
Ask your Investment Dealer or Broker for prospectus.
CALVIN BULLOCK
Ltd.

HAVE YOU MET THIS Salesman
If not and you need envelopes you can get acquainted today by writing to National Paper Goods, Hamilton, makers of Canada's finest line of safety seal envelopes.
NATIONAL
PAPER GOODS LIMITED
HAMILTON, ONTARIO
Toronto • Montreal • Winnipeg
Halifax • Vancouver

THE ROYAL BANK OF CANADA
Extra Distribution
Notice is hereby given that a bonus of twenty cents per share upon the paid-up capital stock of this bank has been declared for the year ending 30th November, 1951 and will be payable at the bank and its branches on and after Saturday, the fifteenth day of December next, to shareholders of record at the close of business on the 15th day of November, 1951.
By order of the Board,
T. H. ATKINSON, General Manager.
Montreal, Que., October 29, 1951.

I SAW ANOTHER CANADA

CONTINUED FROM PAGE 13

politan areas such as those I mentioned, we just aren't a striped-pants people. And a lot of the talk of over-stuffy officialdom and pomposity across the country, as a result of stylized formal affairs for the Royal Pair, was as much as anything a result of the fact that we just aren't accustomed to seeing Alderman Bill Jones or MP Ed Smith in a topper.

Comic-serious as the whole gufuffle about presentations, curtsies and prominent citizen's daughters presenting bouquets may seem, it discloses a deep sense of the over-all middle class good sense of this nation.

One of the greatest paradoxes that the Royal Tour flashlighted as it moved across this country, is that we are unimaginative in our public thinking, and whizzes as individuals, when we stir ourselves to get going. Only a few towns and cities displayed real ingenuity in showing the Royal Couple —and ourselves, which is what we were really doing—just how a Canadian community in official royal celebration can look and act.

And where such things did occur, you could almost always track them down to live-wire individuals. Even where we wanted to express our provincial or local personality sometimes the best we could do was bring out a few Indians—sometimes a little moth-eaten in appearance—or plan cold bleak river rides at a time of year when all sensible people should be snugly ashore (as I wish I had been in Ottawa)*.

While we are not a highly mili-

*Miss Dempsey fell from the Press boat into the Ottawa River.

"Want to be certain of a sure-fire start when this happens to you?"

SWITCH NOW TO

BLUE SUNOCO

...the gasoline that gives you more for your money!

Winter driving conditions provide the acid test of gasoline performance. That's why there's no better time than *right now* to find out how high-test Blue Sunoco out-performs ordinary gasoline on every count. In addition to instant, sure-fire starts in the coldest weather, Blue Sunoco offers you a new high in anti-knock power, unbeatable long mileage, instant engine response, smoother engine running, clean burning, superior anti-rust and anti-stalling qualities. Your dealer has special *winter-grade* Blue Sunoco in his pumps now. . . . so make the 10 Gallon Test this week.

DON'T TAKE CHANCES . . . LET YOUR SUNOCO DEALER FREEZE-PROOF YOUR CAR NOW with his special

RED MITTEN CHANGE-OVER SERVICE

Everything your car needs to get it ready for winter driving at one convenient stop:

- Winter Grade Motor Oil
- A to Z Lubrication
- Anti-Freeze
- Winter Gear Lubricants
- Battery Check-Test
- Car-'Round Check-Up

DRIVE WITH THE SUNOCO SMILE OF SATISFACTION

C11:109-4

"He taught me a lesson"

"The other day my neighbour confessed to me that he was a bit upset. The doctor had told him that he had a heart murmur or something . . . and he was worrying about getting more life insurance.

"Now I'm a pretty healthy fellow myself but he set me thinking. I want to save for my own future . . . and properly provide for my family, just in case.

"So I had a talk with The Mutual Life representative. 'There are plenty of ways to save' he said, 'but there's no other way — except life insurance — that will provide both saving and protection. The thing to do is to be sure you've got enough for your needs, and to take it out while you can get it'."

"I learned about saving"

Ordinarily saving is a tough job . . . unless you put yourself on a systematic plan. That's what life insurance does for you. It puts your saving programme in a definite place in your budget . . . makes you save.

Everybody NEEDS Life Insurance
Everybody can afford it

THE
MUTUAL LIFE
of CANADA
HEAD OFFICE WATERLOO, ONT.
Canada's first mutual

tarized race—the Army, the Navy, and the Air Force were often our most vital signature, and the best makers of spectacles, if one may so denote solemn and moving as well as exhilarating and proud occasions. Take for example, the airshow at Trenton and the memorial wreath laying in Ottawa's Confederation Square. Of course, this is apart from the wonderful sight of hundreds of thousands of ourselves, for the most part well clothed, comfortably fed, genial of face, warm of heart, and carrying, leading or flanked by the most satisfying throngs of children.

In them, indeed, was embodied our promise of a fine tomorrow for the Princess and her Consort.

Only a few cities showed real ingenuity for their decorative effects—using municipal or provincial emblems and crests along with flags and bunting; putting up, as in Edmonton and Calgary, thousands of home-made banners to fly in the breeze from housetop and window and verandas. There weren't nearly enough bands and trumpets and hand flags (except on the part of the children) and sounds of singing and shouting.

SCOTTISH DANCERS and bands, University students wearing their college colors, IODE members carrying standards of the order, and the ever-present wonderful looking Boy Scouts and Girl Guides, Cubs and Brownies, were fine but too infrequent notes of cheer and color.

Maybe I lean too much to the bonfire-in-the-streets type of celebration, but if we feel festive let's show it, with taste and high spirits.

I learned two more important things about my country, following a Princess along its highways and whistle stops.

It's time we stopped talking about far-flung borders and widely diversified populations.

Fast rail and plane travel have all but ironed the creases out of our national bumps. This came home to me more clearly than ever before when in one day it was possible to see crowds in so many different and differing parts of the country. There isn't a reason in the world now why we shouldn't operate as the unified country we are.

FINALLY, there has been a lot of talk about the job the Royal Canadian Mounted Police did on this Tour. As you know, with the exception of one or two men from Scotland Yard, the Mounties took over security pretty much in its entirety.

It was a revelation to me to discover the network of internal protection that exists in this Dominion, and which can surface on a few hours' notice with meticulously planned operation.

It was possible for this policing force to check and guard every rail, boat, plane route, bridge, road, hotel, public building, town and city street through which our Royal visitors passed.

It was a comforting thought to know that with the tour over and the country settled back to normal, the all-covering protective ring is still there, for the rest of us.

New neckwear for Dobbin

To take a load off horses' shoulders — and their owners' minds — a harnessmaker in Ontario has developed horse-collars with lightweight aluminum hames.

This company is just one of over 1000 in Canada who, by manufacturing aluminum articles, make life easier for everyone who has to carry or clean. Since this is going on all over the world, it means more and more people wanting aluminum. We in Canada are fortunate in having the waterpower to generate electricity to make aluminum for ourselves and the rest of the free world. Aluminum Company of Canada, Ltd. (Alcan).

IF you are a particular person who appreciates the luxury, cuisine, and the inimitable charm of an exclusive club environment you will enjoy . . .

Balmoral Club
NASSAU IN THE BAHAMAS

For information or color brochure consult your Travel Agent or write direct to the club.

"SIN" TO MOVIE CENSORS

CONTINUED FROM PAGE 12

the sensibilities of these people will not be ruffled. In falling backward to offend nobody we end up in a heap of soft, flabby escapism. To conform to the Breen-office rules the motion picture studios themselves measure the length of dresses and note the girth of bosoms. They pencil out offending dialogue. It seems amazing, in the face of all this, that worthwhile movies are made.

So much for the Code. What happens in Canada? Whether censorship is necessary or not is still a thorny problem, but it seems feasible that one committee, functioning for all Canada, is the set-up needed, not separate boards for each province.

Canada's motion picture censors are made up, to a large extent, of people who have won their appointments either as a result of political pull or charm of manner. Some of them are capable, all of them are conscientious, but few of them, to my knowledge, have any appreciable training for the job.

Blush and Hush

I asked all of them to let me have a list of pictures they have banned in the last two years. Manitoba gave an outright refusal. O. J. Silverthorne, the Ontario censor, tried a rather transparent brand of double talk. To the direct question: "What are the names of the films which were totally rejected last year and what were your reasons for rejecting them?" he replied.

"Films which might fall into this class are returned to the distributor who usually salvages as much as he can from this subject by revising it."

The Department of Provincial Treasury in Manitoba said I couldn't have the names of four films rejected by the board because such a move would give them undue publicity.

When I replied that since they were censored, motion-picture houses couldn't show them, my informant said that people might either go to the U.S. to see them, or else see them in a province where they were not banned.

When I asked my reluctant informant what profit was made from censorship in the past year, he tactfully replied that Government departments don't make a profit. They have surpluses. Manitoba had a profit—pardon me, surplus—of about $25,000. Other censorial boards made much more.

J. B. Hughes, British Columbia censor of moving pictures, was as tight as a clam when queried about films which have been censored.

"As the disposition of certain pictures is reserved only for our department and the film exchanges who own the picture, I am not at liberty to furnish you with all the information you require," is the way he put it.

Quebec censor Alexis Gagnon merely forwarded copies of the provincial motion pictures act and regulations and said: "I am sure that the article in preparation will be most interesting."

Alberta's censor board, headed by P. J. A. Fleming, sidestepped my query by saying that the board rejected one film in the last year for which figures were available. Manitoba rejected four in that particular period.

It is to be presumed that had Manitoba given me the name of the rejects, Winnipeggers would have flocked to Alberta to see three flagrant examples of law-breaking and sin.

How censors cannot agree on what constitutes sin is hard to understand, since they have a practice, rather loosely carried out, of sending each other little billets doux about what movies have been cut, what movies rejected.

Although Alberta rejected only one film in the past year, it made snips out of 166 films. Of 495 feature films seen by Ontario, slightly less than 25 per cent were snipped in some form or other. Manitoba hacked or snipped 46 movies. Nova Scotia, more liberal, rejected one film and cut so-called objectionable scenes from only six. Out of 378 feature subjects, this wasn't a bad average.

In all cases, the board is not the final word on a film. In Manitoba, as in other provinces, the exhibitor

COPYRIGHT 1950, KENWOOD MILLS ANTON BRUEHL

KENWOOD BLANKETS are *still* the particular choice of particular women *for no fibre compares with pure new wool for warmth.*
Deeply napped on both sides, Kenwoods provide consistent warmth without weight throughout the chilliest nights. Any one of the Kenwood lovely, non-fading colours adds cosy charm to the bedroom setting.

Kenwood Blankets

The pure wool luxury you can afford!

Now, more than ever, the Kenwood label is your assurance of highest quality. KENWOOD Blankets are made in Canada by KENWOOD MILLS LIMITED, Arnprior, Ontario.

has a right to appeal. However, in the case of Manitoba, out of four films rejected, two were appealed and one of them passed the appeal board.

Quebec is very explicit about its dictatorial powers. There is no need, in the province, to class a film "General" or "Adult." Children under 16 aren't admitted. Any policeman can walk into any movie house in Quebec to see if all the complicated provisions of the censorship act are carried out.* And, of course, they often do.

In pretty well all cases, the censors tell you that the reason they don't want to give the names of censored films is because they don't want to have a public controversy. The very fact that censorship boards are a public matter, and open to discussion or controversy, seems to escape them.

Appeals from censorship rulings are pretty cut-and-dried affairs, as well as expensive to the exhibitor, who must pay another fee in many cases.

The primmest of maiden aunts could not be more easily shocked than the Motion Picture Association of America now presided over by Joseph Breen. Canadians may not like the idea, but most pictures produced outside the U.S. are made with the Breen office in mind or are specially edited for U.S. consumption. That's one reason why it's hard to understand why Canada should have a censorship board for each province.

The U.S. Production Code Administration acknowledges this fact right at the beginning of the code when it says: "A majority of the foreign pictures exhibited in theatres here likewise conform to these self-imposed rules."

*Incidentally, Quebec censorship of French films is so tough that there is a standing gag in the Paris studios. After they have shot any highly spiced sequence, somebody invariably yells, "Now let's shoot a Canadian version".

Sensitive Censors

Even such a harmless, and necessary, object as a chamber pot can cause the Breen office acute embarrassment. Britain made a picture, "The Rake's Progress," with Rex Harrison. The beginning of the picture showed Harrison, as a college man, indulging in the youthful school practice of climbing a steeple with the object of rescuing the chamber pot thereon. The Breen office saw the scene, dissolved in blushes, straightaway enjoined the J. Arthur Rank Organization to have Harrison climb the steeple in search of a top hat.

Just how a really fine film ever reaches the screen is beyond the understanding of many people. There are so many stumbling blocks to adult plots that most producers fall flat on their faces at the beginning, or else they snigger behind their studio fences like bad little boys who have written dirty words on the wall.

A leer is as good as an uplift brassiere in Hollywood and the wages of sin run into box office receipts providing you suffer, or providing that you are careful to point out that the rest of the movie was an optical illusion. As witness a movie called "Gilda" in which Miss Rita Hayworth has so many lovers that her apartment looked like Grand Central Station during the rush hour.

However, Miss Hayworth turned around at the end of the picture and blithely told Glenn Ford that she hadn't done any of those things. She was only fooling.

But the censors aren't.

CLEAVAGE problem began with Margaret Lockwood in "Wicked Lady" (1945). Textile rationing forced use of actual costumes of the period in which film was laid.

There's COPPER in Canada's Future...

ANACONDA Copper and Brass

25,000,000 Canadians by 1975

It is quite conceivable that Canada's population may reach 25 million by 1975. In 1922, when Anaconda came to Canada, it was less than 9 million. Anaconda's original staff has increased over two hundred and sixty percent. The premises now embrace 27 acres. Anaconda will continue to keep pace with Canada's growth.

As our country nears new milestones on her highway of progress, ever widening applications for copper and its alloys are being found. Yes, there's copper, and lots of it in Canada's future. And Anaconda will be ready to supply it, with greatly expanded production facilities and the know-how that comes of experience!

From factory control panel to machine, copper provides the essential link that turns the wheels to produce the goods so vital to our economy.

Rust-free water at the turn of a tap with a copper plumbing installation! Homes depend on this versatile metal for countless uses.

FOR COPPER AND ITS ALLOYS Consult ANACONDA

Main Office and Plant: New Toronto, Ontario. Montreal Office: 939 Dominion Square Building.
Since 1922 Headquarters in Canada for Copper and Brass.
BUY CANADA SAVINGS BONDS

THE GREY CUP CLASSIC

CONTINUED FROM PAGE 14

do about the distribution of tickets.

This year, the CRU has slid out from under last year's plan of distributing one-third of the ducats by mail order. It didn't work. This year, the distribution is being done through the various clubs. That won't work, either.

The big flaw lies in the tickets which are sent out of Toronto. The winning western club receives in the neighborhood of 7,000 of them, and not in the wildest flights of a press agent's dream do 7,000 eager western fans accompany their club eastward. The winning eastern club receives the same number. If that club is Toronto or Hamilton, there is every probability that the tickets will be employed by those who have every right to them. But no 7,000 are going to make the trip from Ottawa or Montreal.

The net result of all this is that large numbers of the valuable pasteboards are thrown on what is not only an open but an enthusiastic and well-heeled market. Thence they fall into the hands of those who have no earthly excuse for possessing them and even, (shudder!) into the clutching paws of scalpers.

WHAT IS NEEDED is a little honesty on the part of all concerned, but if Diogenes were alive today his lantern would still be shining, brightly.

All that is interesting, but hardly germane. The fact is that no matter who gets in to see the game, they and the rest of Toronto are going to be treated to a spectacle the like of which the allegedly staid old city has not seen since the last time the veterans re-united.

Behind the organized shindig are the young gentlemen of the Junior Board of Trade, who are perhaps taking the complicated way of ensuring themselves of an adequate supply of tickets, or, as they put it, showing "appreciation for the selection of Toronto as the site of the Grey Cup game".

Things will start with a monster parade through the city's unprotesting streets, complete with floats sponsored by everybody under the sun, including one on which the Cup itself will ride proudly in solemn state.

There was some talk of installing television receivers in shops along Toronto's Bloor Street, outside the stadium, for the benefit of the unticketed, but this would presuppose the game being televised, unless the idea was just that the folks could look at the nice shiny new television sets.

And a beauty contest. Perhaps on the theory that the clubs that lost out during the season's play and playoffs ought to be represented by *something* on the big day, each has been invited to select its candidate for the somewhat unimaginative title of Miss Grey Cup. The girls will take part in the parade, in convertibles rather than on floats in view of the probably inclement weather, and Miss Grey Cup will be crowned at half-time.

Last year she wouldn't have looked out of place in wearing the conventional bathing suit to the coronation, but this year things will be different. There's a tarpaulin. Or there's supposed to be a tarpaulin. Or it's rumored there's a tarpaulin. It wasn't in evidence when Hamilton swam to a top-heavy victory over Argos in their first playoff game, while all the officials concerned played a snappy game of Pass The Buck. But some people say they've seen it.

Who's going to win? Ah, yes, that. Since the Saskatchewan boys didn't die of heart failure after their final playoff, it's obvious that nothing the East has to show is going to scare them to death. The point is whether or not the Easterners can find some other way of beating them.

On past performances in the autumn classic, Regina's record isn't too good: seven losses, no wins. Of the last ten games, the various prairie prowlers have taken exactly three. Of course, that will make them, as the vernacular has it, hungry.

Hungry, and with Glenn Dobbs. Still, there are passers in the East, and there's hunger also. The Westerners will have had eleven days of rest, the Easterners two. One way or another, that will probably prove the decisive, if hidden, factor.

The winners? The better team, of course.

—Norris in the Vancouver Sun

"... With present taxes, credit restrictions and parking meters, students wishing to learn to drive a late model will report to Mr. Figsby in Economics. ..."

A *NEW NAME* FOR AN *OLD FIRM*

Although we have recently changed our name from Milner, Ross & Co., the business of the present firm extends back over twenty years. As in the past, our services are available at all times to assist investors.

The Research Department will be glad to help you choose bonds and stocks best suited to your particular needs. If you are interested in the "market", we invite you to take advantage of our Board Room facilities

Many of our clients prefer to invest by mail, and receive regularly a Monthly Bulletin containing reviews of companies and recommendations of securities.

If you are not at present acquainted with our firm, why not drop in and see us. Or, if you prefer, write to us for a copy of our latest bulletin. There is no obligation

Members
The Toronto Stock Exchange
•
The Investment Dealers' Association of Canada

Ross, Knowles & Co.
(formerly Milner, Ross & Co.)
330 BAY STREET WA. 1701 TORONTO
Hamilton Brantford Windsor Sudbury Brampton

Ask a Dominion Life Man About Our "Plan for Security"

THE Dominion Life ASSURANCE COMPANY
Since 1889
HEAD OFFICE - WATERLOO, ONTARIO

... A Scientific Method of Programming Your Life Insurance

There is **Strength** in
WESTERN CANADIAN ECONOMY

. . and in Western Canadian Insurance

Western Canada has a strong economy. Portage Mutual is a strong company in the Fire and Windstorm field, assuring adequate indemnity at minimum rates.

DIRECTORS AND OFFICERS

Hon. D. L. Campbell, M.L.A., E. D. Alder, K.C., E. L. Kitchen, Jas. McKenzie, Arthur Sullivan, K.C., Joseph Trimble, G. G. Tidsbury

J. C. Miller, K.C. — President
E. H. Muir — Vice-President
A. H. Thorpe — General Manager
E. M. Brown — Treasurer

THE PORTAGE LA PRAIRIE
MUTUAL INSURANCE COMPANY
HEAD OFFICE . PORTAGE LA PRAIRIE
WINNIPEG . REGINA . EDMONTON

MUSIC

THE NEW RECORDINGS

SONATA NO. 7 IN C MINOR, Op. 30, No. 2—*Beethoven.* Violinist Jascha Heifetz gives a moving reading of one of the most surprisingly cheerful pieces of music ever to come from gloomy Beethoven. It is violin art (with first rate piano collaboration by Emanuel Bay) caught at its highest level of expression. On any one of three counts—as inspired violin performance, as sonata form, as Beethoven—it should be in your serious record repertoire. *(RCA—LM60—33.)*

HUNGARIAN DANCES NOS. 1 to 6—*Brahms.* A bit flamboyant and gaudy performance of the gypsy material gathered by Johannes Brahms and immortalized by students and artists for decades. Arthur Fiedler conducts the Boston Pops Orchestra with considerable perception through some of the slow-burn moody passages, goes just a trifle too flashily through the passages that call for just as much emotional probing as the more easily achieved sprightliness. *(RCA—LM67—33.)*

L'HISTOIRE DU SOLDAT — *Stravinsky.* Members of the Boston Symphony Orchestra under Leonard Bernstein and Stravinsky's wry and ironic joke about the soldier who trades his violin and his soul in a bargain with the devil, combine in a delightful record. The composition is scored for clarinet, bassoon, trumpet, trombone, violin, double bass and percussion. The recording is good except that the percussion (which has a lot to do in setting mood and pace) lacks resonance. On the other side, the Octet for Wind Instruments is another delightful Stravinsky joke. *(RCA Victor—33—LM (x) 1078).*

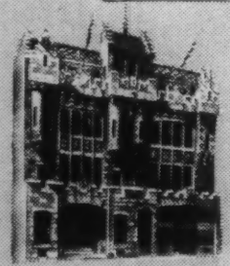
THE WELL-TEMPERED CLAVIER (Preludes and Fugues, Nos. 17 to 24)—*J. S. Bach.* This is a definitive set of Bach's Fugues and Preludes played by the greatest harpischordist of our time, Wanda Landowska. Her crispness in handling counterpoint is an object lesson in polyphonic expression, just as the works themselves have remained classics in contrapuntal composition. Besides clarity of technique Mme. Landowska gives the Fugues and Preludes warmth and emotion—qualities too long denied them except by the eminent pianists, and certainly by few graduate students we have heard. *(RCA—WDM1517—45.)*

DUKE ELLINGTON'S GREATEST. Here is another in the Popular Collectors' Issue series. Ellington arranged-&-composed music is a large part of our jazz literature. His work has both the free inventiveness so indigenous to the sources of jazz and the careful thinking-out of ideas that come straight from a sure knowledge of musical structure—counterpoint, instrumental voicing, rhythmic by-play, melodic line, etc. The selection is a good cross-section of Ellington. Samples: "It Don't Mean a Thing", "Caravan", "Solitude", "Sophisticated Lady", *(RCA—LPT1004—33.)*

AIDA (*Complete Recording*)—*Verdi.* What should have been a landmark in operatic recording is something of a disappointment. Neither Gigli as Radames or Caniglia as Aïda is in top form and the orchestra under Tulio Serafin is just this side of competent. Gino Bechi as Amonasro is the most exciting of the performers.

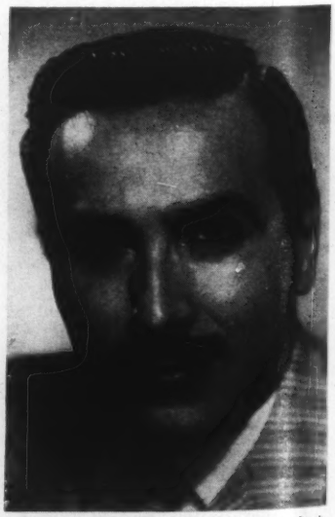
"MODERATION
IN ALL THINGS
IS THE BEST OF RULES"

PLAUTIUS



THE HOUSE OF
SEAGRAM

MEN WHO THINK OF TOMORROW PRACTICE MODERATION TODAY



—John Steele

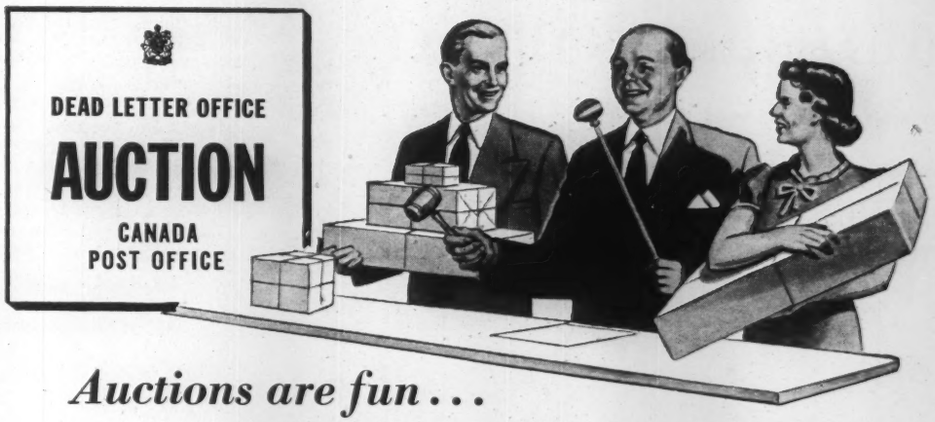
GEORGE HADDAD, Toronto pianist, made his second appearance on "Piano Playhouse", Nov. 11. This coast-to-coast program has a listening force of 20 million.

This is a set that will inspire much critical writing but listen for yourself. (*RCA Victor—33—LCT 6400*).

QUARTET IN C MINOR, Op. 18, No. 4 and QUARTET No. 5 in A—*Beethoven.* The Paganini Quartet present two of the earlier quartets, concentrate on the lyrical qualities inherent in the works; this to magnificent effect. Recording: excellent. (*RCA Victor—33—LM1052*).

HIGHLIGHTS FROM FAUST — *Verdi.* The New York City Opera Co. under Laszlo Halasz and nine of the best known selections from the opera, given a spirited performance to a fine orchestral accompaniment by a vocally undistinguished cast. "Le Veau d'Or" is the "highlight" of the performance. Frances Yeend is the *Marguerite,* Rudolph Petrak the *Faust.* Regrettably, the last act is cut off before its full dramatic heights are reached. Recording: good. (*MGM—33—E-553*).

QUINTET FOR PIANO AND STRINGS—*Bloch.* The recording of a new work by the Swiss-American composer is an event of the first magnitude for highly discriminating discophiles. It is also a work that repays much listening; for though it is at least 20 years old, its use of dissonance and quarter tones prevents the yielding of the true emotional profundities inherent in the work. Bloch sounds one of the most deeply felt problems of modern times: the conflict between artistic sensitivity and the senseless brutality of a materialistic world. But far from a shallow pessimism, he embodies in the Quintet a dignified emotional inquiry that is resolved in the final movement that is an affirmation of this (or any other artist's faith in himself). It is non-objective music essentially; though the national intensity characteristic of the composer's work is a surface embellishment that polishes it superbly. Recording: the work has an incredible range and tonal subtlety. Under the circumstances a fine job, though surface noise in the copy examined. (*London—33—LLP382*).



Auctions are fun . . .

but lost parcels aren't funny!

A lady you never heard of just *bought* the lovely tea set you mailed to Aunt Sophie last year. Not much fun for you in that, but nice for the lady who got it for half what you paid for it.

The gift didn't reach Aunt Sophie because the Post Office just couldn't read the address on the package, or the wrapper came off because the package wasn't tied securely. The Post Office couldn't return the gift to you because there was no return address on, or inside the parcel.

Along with 6,000,000 other letters, circulars and packages—toys, wearing apparel, surveying instruments and even a horse collar—the tea set went to the Dead Letter Office, Canada's largest lost and found department. Experts couldn't figure out where the package was to go.

The package was stored for a year, but no one enquired about it. With thousands of others it was catalogued and sold at auction. That's when the lady you never heard of legally bought Aunt Sophie's tea set.

Visit your Post Office for accurate weighing and correct postage and for courteous advice on addressing and wrapping.

CANADA POST OFFICE

Hon. G. Edouard Rinfret, K.C., M.P., Postmaster General W. J. Turnbull, Deputy Postmaster General

Income for Family | 4 | Accidental Death | Total Disability | Retirement

FOUR-FOLD PROTECTION

It pays a monthly income to your dependents if you die before reaching retirement.

This monthly income is doubled if you meet with death by accident.

A monthly income to you in the event of your total disability through sickness or accident.

A monthly income to you for life at retirement.

Ask for our pamphlet "Four-Fold Protection Provides". It will interest you.

Before you Insure Consult

Confederation Life

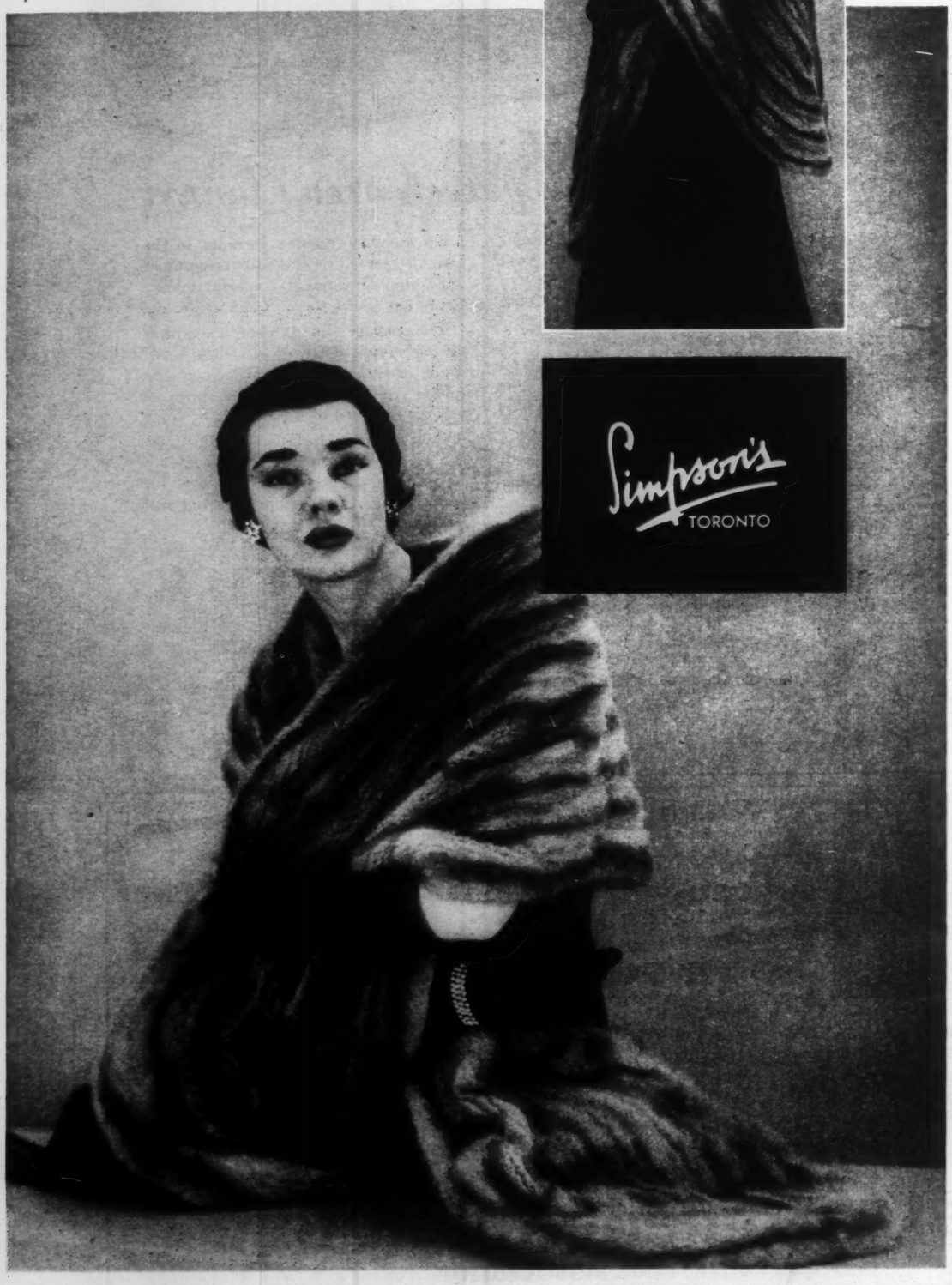
HEAD OFFICE **Association** TORONTO

DRAMA IN SILVERBLU . . .

Theatre evenings, or a lavish mood, call for

that symbol of elegance . . . mink in fabulous silverblu.

Expressive of our Fur Salon collection on Fashion Floor, The Third.



SIMPSON'S STORES AND ORDER OFFICES SERVE CANADIANS FROM COAST TO COAST

FILMS

Tongue in Cheek

by Mary Lowrey Ross

IN THE LAST sequence of "The Lavender Hill Mob" the hero (Alec Guinness) is led off in handcuffs. The finale however is an afterthought, with very little bearing on the film's perverse little central message, which is that crime pays handsomely.

This is the story of a junior bank employee who devotes himself to a life of probity merely to establish a good solid alibi for a career of crime. His idea is to snatch a million pounds in gold bullion and convert it into gift statuettes for easy transportation to the continent. He is able to convey this notion, with all the highmindedness of a vocational-guidance director, to a manufacturer of souvenir figurines (Stanley Holloway) a character as genteel as himself and just as guileless of scruple. Presently the two pick up a couple of British safecrackers as innocent as themselves and the following chase leads to Paris and back, with the Lavender Hill mob always away out in front and Scotland Yard floundering along in the rear, helplessly tangled in its own fancy mechanical equipment for the detection of crime.

"LAVENDER HILL MOB" is a superior blend of satire, straight comedy and wild breakaway farce. It is a natural triumph for Alec Guinness, who possesses, along with one of the most easily forgettable faces in British cinema, a memorable comedy style, at once eccentric and engaging. Stanley Holloway, as the co-conspirator and a fervid amateur sculptor on the side, is almost as fanciful as Alec Guinness, and the whole film is right up in the front rank of British comedy, along with "Tight Little Island" and "Kind Hearts and Coronets". Producer Michael Balcon, who made all three, is never so happy or ingenious as when he is blandly ribbing some aspect or other of the majestic British way of life.

"THE DAY the Earth Stood Still" presents another interplanetary visitor, this time a fairly benevolent one. With all its pseudo-scientific trimmings it is a serious-minded effort and the effect it produces is rather what you might expect to experience if you tried to study the back-page comics along with a column by Dorothy Thompson.

Klaatu (Michael Rennie) arrives by flying saucer from an unnamed planet a quarter of a billion miles away from the earth. His mission is to give our hoodlum Earth a sharp reminder that unless it stops its atomic squabbling it is going to be disintegrated by a race a lot smarter than itself. He has even brought along the disintegrator—Gort, a giant robot who darts tank-consuming rays every time he raises his visor.

As might be expected, the first thing the Washington authorities do is clap the visitor into protective custody in the Walter Reed Memorial Hospital. This is no problem for

Klaatu who easily escapes after exchanging his siren suit for a business model in the men's cloak-room. As an earth-tourist with a fluent command of English picked up by listening to the radio, (mostly the BBC), Klaatu gets round easily—visits the Arlington Cemetery and the Lincoln Memorial, and engages in a rather chilly interplanetary friendship with an attractive war-widow (Patricia Neal). He also meets an Einstein-like scientist (Sam Jaffe) and helps him out with his arithmetic.

Klaatu meets with considerable hostility on earth—naturally enough since his tendency is to treat all earthlings as though he were a superior supervisor handling a day nursery in the slum area. In the end he delivers his message and sails away in his flying saucer. We aren't told how far he succeeds with his mission, but there are plenty of signs that Gort may have to return sooner or later for mopping-up operations on incorrigible planet Earth.

Fortunately, the parable doesn't get in the way of the action, and with all its indirect editorializing the film is a reasonably good adventure story. To add realism, Drew Pearson, Elmer Davis, H. V. Kaltenborn and Gabriel Heatter are present to report, in person, on the advent of Klaatu. Mr. Heatter appeared to be the one most strongly in favor of locking him up.

"Let's Make It Legal" promotes Claudette Colbert to grandmotherhood, but, characteristically, doesn't deny her romance. She has two ardent suitors here, one her ex-husband (Macdonald Carey) and the other an ex-sweetheart (Zachary Scott). The film belongs in the category of "light-hearted comedy" which has come to mean comedy with just barely enough body to hold it together for an hour and a half on the screen. The theme is modern divorce, a subject on which "Let's Make It Legal" isn't serious enough to deserve attention or funny enough to be entertaining.

Call Board

Nov. 20: "Biography" by Totem Theatre, West Vancouver.
Nov. 22: "The Curious Savage" by Montreal Repertory Theatre.
Dec. 4: "My Dear Children" by Arts Club Theatre, Toronto.
Dec. 6: "All My Sons" by Players' Guild of Hamilton, Ont.
Dec. 6: "Light Up the Sky" by London Little Theatre.
Dec. 7: "The Importance of Being Earnest" by Drama Dept., U of Saskatchewan.
Dec. 13: "Pink String and Sealing Wax" by Little Theatre, Galt, Ont.
Dec. 14: "Galileo" by Jupiter Theatre, Toronto.
Dec. 14: "The Male Animal" by Winnipeg Little Theatre.

■ The Guild of Hamilton, Ont., held open house in their new home this week, with invitations extended to WODL officials and Toronto press.

—J. Arthur Rank

"THE LAVENDER HILL MOB"

SRT-TV SRT-TV SRT-TV

OPPORTUNITIES IN *Television* BROADCASTING

North America's fastest growing industry needs professionally trained men and women. Newly licensed TV stations will require

Producers • Directors • Ass't directors
Floor managers • Film cutters and editors • Camera men • Boom operators • Continuity writers *and more than twenty other types of production men and executives.*

Prepare for these well-paying positions at SRT Television Studios where top-ranking TV network professionals train you under actual-broadcast conditions. You work in our fully equipped studios with cameras, lights, booms, scenery, etc.; write, stage and produce your own TV shows.

Courses ranging from 6 weeks to 2 years duration. Day or Evening • Co-Educational
Write or wire for free prospectus "Careers in Television" Dept. G

SRT (School of Radio Technique)
TELEVISION STUDIOS
America's Oldest Broadcasting School
316 West 57 St., New York 19, N. Y.

SRT-TV SRT-TV SRT-TV

Glorious
DAYTONA BEACH

The SHERATON PLAZA
DAYTONA BEACH, FLORIDA

Every Pleasure under the Sun

Here is the mecca for Canadians who want to make the most of a Florida vacation. Make plans to stay at the Sheraton Plaza for traditionally outstanding accommodation and service, combined with the best in playtime pleasures that famed Daytona Beach affords.

For reservations or information, inquire at the following Sheraton Hotels in Canada:

King Edward Toronto, Ont.	Mount Royal Montreal, Que.	Royal Connaught Hamilton, Ont.
General Brock Niagara Falls, Ont.	The Laurentien Montreal, Que.	Prince Edward Windsor, Ont.

or write:
George W. Powell, Sheraton Hotels Limited,
Mount Royal Hotel, Montreal, Que.

The SHERATON PLAZA
DAYTONA BEACH • FLORIDA

Book your winter holiday **now . . .**

Cruises

to WEST INDIES and SOUTH AMERICA
MEDITERRANEAN

KIngsdale 6984
ASK FOR FOLDER LISTING ALL CRUISES

UNIVERSITY TRAVEL CLUB
57 BLOOR STREET WEST, TORONTO Management: J. F. & G. H. LUCAS

THE LATEST JALNA NOVEL BY
MAZO DE LA ROCHE

Renny's Daughter

How Renny fought to save Jalna and Renny's daughter fought for her right to love.

The novel about Jalna today.

AT YOUR BOOKSELLER'S $3.50

MACMILLAN
70 Bond St., Toronto

JUDITH ROBINSON

spent a year rollicking through Britain and France in a little English car rediscovering the people, the highways and byways of these remarkable countries—A lively and enchanting volume,

As We Came By

$2.75
at all bookstores

DENT

***P.W.** fills orders for Oilmen!*

P.W. Teletype can help your business . . . just as it flashes instant, written reports on drilling operations from field offices to head offices for Oil Companies. Call your local telegraph office . . . an expert will advise how P.W. can serve you best . . . and arrange a demonstration.

CANADIAN PACIFIC — Private Wire Teletype Service — CANADIAN NATIONAL

HANDLING MORE THAN 75% OF ALL CANADIAN TELETYPE SERVICE

BOOKS

ALWAYS THE BRIGHT SIDE

by B. K. Sandwell

TIME TO REMEMBER—by Lloyd C. Douglas—*Allen*—$3.00.

WHEN he was pastor of St. James United Church on St. Catherine Street —the "Methodist Cathedral" of Montreal—the Rev. Lloyd Douglas owed a good deal of his pulpit success to his knack of rendering the well-known Biblical narratives into a more vivid and North American prose than that of the King James version. But he also owed a good deal of it to a very modernist interpretation of theological doctrine, in which he found himself much in sympathy with Professor W. A. Gifford of the United Theological College and very much opposed to some of the Big Shots of the "Cathedral".

"Only once", says the author of "Magnificent Obession" in this first volume of reminiscences (the projected second will never be written, for he died on February 13 last), "during my thirty years as a clergyman, was I unlucky enough to collide with a small but energetic group of laymen of the sort that my papa once described as 'men who knew too much to follow but not quite enough to lead'."

Beyond doubt this was at St. James, for "While waiting to decide whether to fight or run, I sought distraction from my worries by attempting to write a novel." Some two or three persons in Montreal can therefore take credit for starting a literary career which has produced eight novels, selling together some 12 million copies, in 54 languages, and earning for their author not only a fortune but the deep affection of millions of readers. Their permament place in literature is probably not higher than that of "Ben Hur", which made a strong impression on the author's mind in childhood; but to say that is not to deny their cleverness in making the reader feel that he and some of the great figures of religious history are really brothers under the skin. Their lack of depth and nobility is no barrier to success with a public which is richly satisfied with the Bathshebas and Delilahs of Hollywood.

Douglas was a typical Mid-Westerner, with all the lively but superficial interest in "folks" which that area develops. What would have happened to him if he had been educated in a slightly more cultural atmosphere than that of Wittenberg Theological Seminary, Springfield, Ohio, in the 'nineties it is interesting to conjecture, for he had marked powers of social analysis and an inquiring and original mind. Probably he would have been a greater man and possibly a greater preacher, but he would almost certainly have had a smaller circulation.

There are a few pages in this book on the possibility that God may regard the USA as a "backward country" which will distress his loving readers if they understand what he means, but will make others wish that he could have developed that vein of thought more fully. He calls himself an optimist, and assuredly it was their optimism that sold his books; but throughout these reminiscences it sounds like the optimism of a man who is determined to see the bright side because the dark side is too terrible.

"As We Came By"
JUDITH ROBINSON

Judith Reports

by John L. Watson

AS WE CAME BY—by Judith Robinson—Dent —$2.75.

THERE WAS a time when newspaper readers in many parts of Canada could read Judith Robinson every day; and the newspapers that carried her by-line were better and brighter because of it. One of the most serious columnists in the country, she was at the same time by far and away the most entertaining. She had courage and honesty and wit, and she handled the English language with a good writer's concern for its strength and its beauty.

The same qualities that were displayed in Miss Robinson's newspaper column are apparent in her latest book—a sort of impressionist sketch-book of a motor-trip through Europe during the Winter and Spring of 1950. There is nothing of the guide-book here, none of the things that the standard reference can provide. It's people that count, not places; the impression inspires the anecdote, the anecdote reveals the commentary, and in the end something worthwhile has been said—in terms of human values.

It's all hop, skip and jump: political meetings—Strachey in Dundee, Winnie in Edinburgh; election night in Trafalgar Square, a sleepless night

in a frigid French inn (the battle of the "feetcover"); a Gaullist meeting at Menton, a debate in the Assembly; the impact of America on the Italian landscape (". . . tooth-paste and toilet soap and coca-cola, motor cars and adding machines and coca-cola, waterproofs and motor oil and coca-cola . . ."); perceptive comments on the despondency of the French, the optimism of the Dutch, the complacency of the Swiss . . . and, best of all the book, a fine and fragrant essay on that especial glory of civilization, French bread.

Miss Robinson can be acid in her comments on political opportunism, wistful in her descriptions of the countryside, sentimental in her approach to the problems of insignificant people, genuinely funny in her reactions to the horrors of travel and the foibles of her fellow-travellers. She is a woman of many moods but in every mood she is wonderfully readable; immensely articulate and thoroughly civilized.

Hollow Sequel

by Margaret Ness

MOTHER OF THE GROOM — by Harriet Fitts Ryan—*Longmans, Green—$3.25.*

THE CHOICE of title is unfortunate. Immediately readers of "Father of the Bride" muster up an anticipatory interest. "This," they say to themselves, "this is going to be delightful." But "Mother of the Groom" isn't a companion to "Father of the Bride."

For one thing, a mere father mixed up in feminine wedding preparations automatically has a rib-tickling start. Mothers—even of the grooms—have no such self-help. They have a natural affinity for weddings. There is no latent humor in the situation.

Given another title—so that the reader does not come prepared to compare — this book is amusing enough. There are the flashbacks into the groom's "no girls" adolescence; the Mother's worries over the ability of "our side" to fill sufficient pews for "the honor of the family"; the dancing lessons she takes in order to be able "to dip" with her son's friends at the round of parties.

It's a book mothers should enjoy, with its detailed day-by-day play of what the groom's mother does before the wedding. It's quite charmingly illustrated with line drawings by Louis Priscilla. But it certainly doesn't live up to the comment that "No woman who begins it will drop it before the finish."

Genteel Jokester

by Melwyn Breen

HOW TO PROTECT YOURSELF AGAINST WOMEN—by Charles W. Morton — *Longmans, Green—$3.75.*

THE AUTHOR is editor of the *Atlantic Monthly's* "Accent on Living" pages, which are devoted to miscellaneous topics treated in a light and usually humorous vein. This book is a collection of some of the pieces that have appeared in this section as well as others that have appeared elsewhere. Mr. Morton writes in an urbane, always witty style on a great many subjects: from the place of the

—Louis Priscilla

FROM "MOTHER OF THE GROOM"

peanut in the cocktail-party refreshments to the fraternity system in American colleges; and from the use of clichés in newspaper writing to the mysterious time when a church clock close to Harvard used to strike 13 times at midnight (there was a student at a dormitory window with a .22 rifle).

Morton is a highly civilized H. L. Mencken who, while he has not the former's crusading zeal, has the same clear eye and tart word for the shibboleths of our society. Like the magazine for which he works he is in the "Genteel Tradition" of New England writers (though actually he was born in Nebraska).

He writes sometimes quite hilariously and devotees of "Accent on Living" are bound to find one or two old favorites in the book. Apart from a slight hint of S. J. Perelman's free-associationalism and apart from his tendency to use some of the more irritating tricks of the journalistic style, he is quite original. In most instances he is very, very funny.

The book is illustrated with line drawings by Carl Rose whose liquid style is highly in keeping with Morton's civilized prose.

". . . YOURSELF AGAINST WOMEN"

Young Athlete

by Kim McIlroy

ALONG OLYMPIC ROAD—by Foster Hewitt—*Ryerson—$1.50.*

THIS is good stuff for the kids, considerably better than Superman or Dick Tracy and even, for that matter, the Merriwells.

Mr. Hewitt tells the story of the rise to fame and fortune of a young Canadian athlete, whose career is very much patterned on that of Syl Apps, though Apps appears as a character. There is nothing much new to the story; there is the bully to beat, the question of money versus ideals, and so on.

However, interspersed among all this are a number of facts about famous Canadian athletes of the past that ought to fascinate and encourage any young Canadian who is interested in sports. A lot of it has been forgotten, and shouldn't be.

In addition, the youthful reader can pick up quite a bit of sound instruction on everything from playing hockey to putting the shot.

It may be questionable whether a college athlete is justified in playing for an amateur club rather than for his college team, but in this day and age I suppose such considerations aren't of particular interest.

An appendix lists Canada's Olympic champions since 1904, when this country took the lacrosse, golf (it says here), and the 56-pound weight.

Femme Fatale

by Thaddeus Kay

STORM CENTRE — by Robert Standish — *Saunders—$3.75.*

ADMIRERS of such of the author's previous books as "Elephant Walk" will be, unless they are of the calibre of voodoo worshippers, not only disappointed but more than a little puzzled by "Storm Centre".

In telling what is after all a very ordinary story, despite its romantic Far Eastern setting, Mr. Standish leans very heavily for effect on the obscure idea he is evidently trying to put across.

This seems to be that a beautiful woman (or perhaps any beautiful and vital thing) can cause sorrow and disruption without any intent or conscious volition.

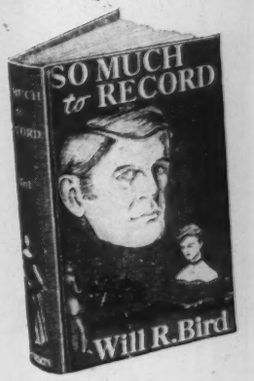
Maybe so, but the point remains a long way from proven. When lovely Diana Maynard joins her brother at the ingrown British colonial post, old friends become bitter enemies and less attractive women fall to pieces. Could be, but just simply a slightly prettier girl might achieve the same results.

On top of that, the hero of Diana's sole (and torrid) love affair comes to a sticky end that can't possibly be attributed to her, unless through the argument that if it weren't for her he'd have been elsewhere at the time.

Diana herself is rubbed out finally, through the connivance of a jealous woman, which seems rather too bad. She's a girl with potentialities, if she'd just stop brooding about her fatal charm.

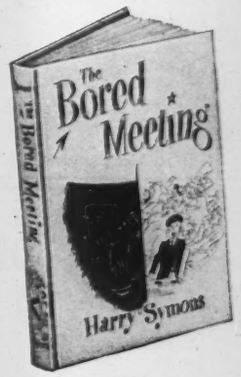
There's an ape, too, who symbolizes something atavistic, but you wouldn't believe me if I told you about him.

Leading Canadian Books



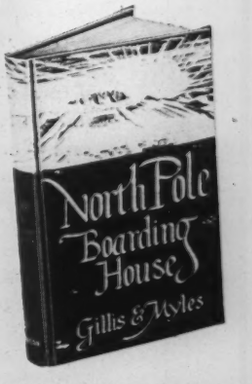
SO MUCH TO RECORD

By Will R. Bird. A "Down East" novel of the coming of steam ships, by a master story teller. $3.50.



THE BORED MEETING

By Harry Symons. Entertaining sketches and stories written with subtle charm and whimsical humour. Illustrated. $2.50.



NORTH POLE BOARDING HOUSE

Told by Elsie Gillis to Eugenie Myles. A meteorologist's young wife tells of life in the Arctic. $3.95.

At Your Bookseller's

THE RYERSON PRESS

TORONTO

The challenging story of a man who learned what it means to be a Canadian . . .

THE UNFULFILLED

by George Hardy **$3.50**

AUTHOR OF FATHER ABRAHAM
TURN BACK THE RIVER
ALL THE TRUMPETS SOUNDED

McCLELLAND AND STEWART, LIMITED
Publishers

N-20

OFFICE PROCEDURES and METHODS

Each year the proportion of people engaged in clerical occupations grows. The increased volume and complexity of office work produces many problems and difficulties, and all too often waste and confusion result.

Today office systems and records management warrant the same scrutiny as is normally given to plant operations. A survey of forms, records, reports, equipment and procedures by an objective and experienced outsider will usually reveal opportunities for greater efficiency and substantial savings.

Our other services include: Organization and Industrial Surveys; Sales, Distribution and Marketing; Cost, Production and Budgetary Controls; Supervisory Training in Cost Reduction; Time and Motion Study; Incentive Plans; Personnel Selection, Training and Administration.

J. D. WOODS & GORDON
LIMITED
15 Wellington St. W., Toronto, Canada

J. D. Woods, *Chairman* W. L. Gordon, *President*
G. P. Clarkson J. G. Glassco J. A. Lowden
R. Presgrave B. H. Rieger D. M. Turnbull

G. B. Bailey J. J. Carson G. M. McGregor
R. A. Read A. N. Steiner

MANAGEMENT CONSULTANTS

Writers & Writing

WHEN EVE PLEWES, writer, with her husband, Dr. Burnes Plewes, surgeon, returned from a European medical convention, recently, their happy lot was to have as shipmate substantial, smoking, master creator of novels, plays and broadcasts, J. B. Priestley.

"Come to our house," said the Plewes. He did, when he reached Toronto. Result: a party with guests from medical, professional, the arts and writing circles.

Most admired figure, excluding guest of honor, was a painting of Eve, the hostess. Awaiting a frame, it had been placed over one of three Victorian fireplaces that adorn the Plewes home. While the Bruges artist painted it, his wife, a distinguished pianist, played lovely, longhair music.

■ MARQUAND'S "Point of No Return" has been made into a play and we hear, via the grapevine, that the advance sale for tickets is something we'll have to see to believe.

■ ALICE TISDALE HOBART, author of "Oil For The Lamps of China," "The Cleft Rock" and other novels has completed a new one "The Serpent-Wreathed Staff" about conflict in a little group of people closely bound by ties of blood and circumstance over the controversial problem of the proper relationship of the medical profession to society.

■ "The Lavender Hill Mob," latest British comedy with chameleon fellow, Alec Guinness, has a kinship with new McClelland & Stewart escapist book "I and Claudie" by DILLON ANDERSON. Both are about rascals who must not be taken too pedantically.

Novel springs from deep in the heart of Texas and the rascals travelling through the Lone Star State. Clint Hightower and pal Claudie are familiar to *Atlantic* and *Collier's* readers. They get mixed up with a shady lady from New Orleans, tangle with the law, dabble in oil land leases, help a would-be governor with his campaign.

■ Whether or not experts in mental health believe in Santa Claus, they proved they are not cold to surprises by a surprise presentation party at Royal Ontario Museum, November 22 for Dr. W. E. Blatz.

So much hush, hush: such a fever of excitement!

Must have been gratifying to that erstwhile "naughty boy" of academic circles who has seen his dream, The Institute of Child Study, blossom into adulthood with greater promise than ever this twenty-fifth anniversary. "Twenty-Five Years of Child Study" was the gift book, new, unique contribution to Canadiana: compiled by the staff without the knowledge of Dr. Blatz.

Through guidance of Eleanor Harman, University of Toronto Press published a private edition of 500 copies, now almost sold out. A public edition is rolling off the presses.

—*Rica*

CRUISE AWAY TO SUN-SWEPT ISLES

on the
"QUEEN OF BERMUDA"
or
"OCEAN MONARCH"

This Fall—sail into Spring . . . visit fascinating places on a Furness luxury cruise. Enjoy swimming, sun-bathing, sports, dancing, night-life. Every stateroom has private bath.

4 glorious days at sea! Stay over in Bermuda as long as you wish. Round-trip $131.25 up.

Saturdays from New York. Also: Dec. 29 (New Year's Cruise)

7 days of sun and fun—a gay "Triangle Cruise"! See beautiful Bermuda, quaint Nassau. $178.50 up.
Dec. 8, Dec. 22 (Christmas Cruise)

9 wonderful days to Nassau and Havana—only $220.50 up.

Nov. 27

12-day cruise to the Spanish Main—Haiti, Colombia, Jamaica—$288.75 up.

Dec. 7, Dec. 21 (Christmas-New Year's Cruise)

All sailings from New York
Ask Your Travel Agent

FURNESS LINES
315 St. Sacrament St., Montreal

ORDER YOUR BOOKS FROM

BURNILL'S BOOKSHOP

100 Yonge Street, Toronto 1
MAIL ORDERS POSTPAID

ARCTIC MEDICINE

MERCY IN THE NORTH COUNTRY

by Douglas R. Leechman

IN THE GOOD old days, and that is not much more than two or three years ago, a doctor in the Arctic was likely to be so involved in duties other than medical that he found it difficult to devote as much time to his patients as he would have wished. He might be called upon to settle minor disputes of a legal nature, to help people less familiar than himself with government forms when income tax had to be paid, and any of the other hundred and one jobs which have to be looked after by somebody in a position of responsibility.

Now, with the rapid opening up of the North, the Arctic doctor finds himself more free to devote his attention to the combatting of disease. The aeroplane has made travel far easier and quicker than it was and the new policy of maintaining nursing posts at convenient localities has made it comparatively simple to get a sick or injured patient to hospital. There are four permanent hospitals in the far north: two at Aklavik, in the Mackenzie delta; one at Chesterfield, on the west side of Hudson Bay; and another at Pangnirtung, on the east side of Baffin Island. Each of these is staffed by a resident doctor and a qualified nurse and is equipped with X-ray facilities and a modern operating room.

Major Menace

Tuberculosis is the keynote of medicine among the natives of the Arctic. Recently an X-ray survey of the people, both native and white, was undertaken to determine the incidence of this disease. It was found to be alarmingly high among the Eskimo, even greater than it had been some 15 years ago. In the Aklavik area, seven per cent of them were found to be actively infectious and many more showed signs of latent tuberculosis. Those who were infectious were hospitalized as quickly as they were discovered and, while treatment may not result in a cure for all those individuals, it does at least remove them from contact with other natives who may be free from the disease.

"Every such case hospitalized may mean 20 fewer plots in the local cemetery," said Dr. Percy Moore, Director of Indian and Eskimo Health Services, Department of National Health and Welfare.

Today the Eskimo has almost abandoned his traditionally fatalistic attitude in matters of health and disease. At one time a man who had TB considered his doom certain and ignored all suggestions that he try to do something about it, but now he is more likely to regard it merely as an unfortunate incident, easily put right by the white doctor.

Military buildings erected during the war have been converted into extempora hospital wards and the greatest cooperation has been received from the officers and men of the RCAF stationed in the Arctic, whose help has proved invaluable, especially in such an emergency as occurred when Dr. J. C. Callaghan, the doctor at Aklavik, found himself with a serious influenza epidemic on his hands. It started at Cambridge Bay on Victoria Island and was reported by the RCMP. Though the disease seemed to be of a mild nature, it attacked nearly every native exposed to it as well as some of the white residents.

The Eskimos are singularly vulnerable to such diseases, not having been exposed to them for generations as we have been, and they have never developed an immunity to the causative virus. Frequent travelling, in search of game or on the friendly visits which play so large a part in native life, make their isolation almost impossible and the disease travelled with great rapidity; soon every camp in the vicinity reported sickness and deaths.

Planes set out and patients were hurried into hospital or, if that were not possible, were treated on the spot, sometimes even in their snow houses. In spite of prompt measures, there were several deaths in this epidemic alone. Even a few years ago, when there were no emergency wards and no planes, the death rate would almost certainly have been higher.

One of the major difficulties remains: the recruiting of competent medical officers for this difficult and remote field. A suitable man must not only be a semi-specialist in TB, but he must also be a good all-round surgeon and physician, physically tough and energetic, courageous and full of initiative. Such men are hard to find.

—CP

NEW LEASE on life for Eskimos is result of medical advances in the Arctic Above, plane rescues injured boy. *Below*, Dr. J. C. Osborn sleuths for TB. —NFB

DOUGLAS R. LEECHMAN is Chief Archaeologist of the National Museum of Canada.

British Columbia, land of mountain, forest and fjord, is Vacation Land, spring, summer *and* winter. The Pacific Ocean's Japanese Current and the towering cordon of the Rocky Mountains combine to bless B.C. with a kindly climate. Warm rains keep things green all year round.

Here amid some of the finest scenery in the world you can find peaceful relaxation or strenuous sport as your wish commands. British Columbia offers hotel and resort accommodation unexcelled anywhere, including newly renovated famous Harrison Hot Springs, the Spa of Canada.

Warm, friendly hospitality is a tradition in British Columbia, so come, enjoy the finest winter vacation you ever had!

For on the spot information for all your winter travel, write today to:

BRITISH COLUMBIA GOVERNMENT TRAVEL BUREAU — VICTORIA, B.C.

The Beautiful Necessity

THE MONTCALM PATTERN
NUMBER 718 Maroon

This Maroon and Gold pattern is now available in sets of several sizes and open stock.

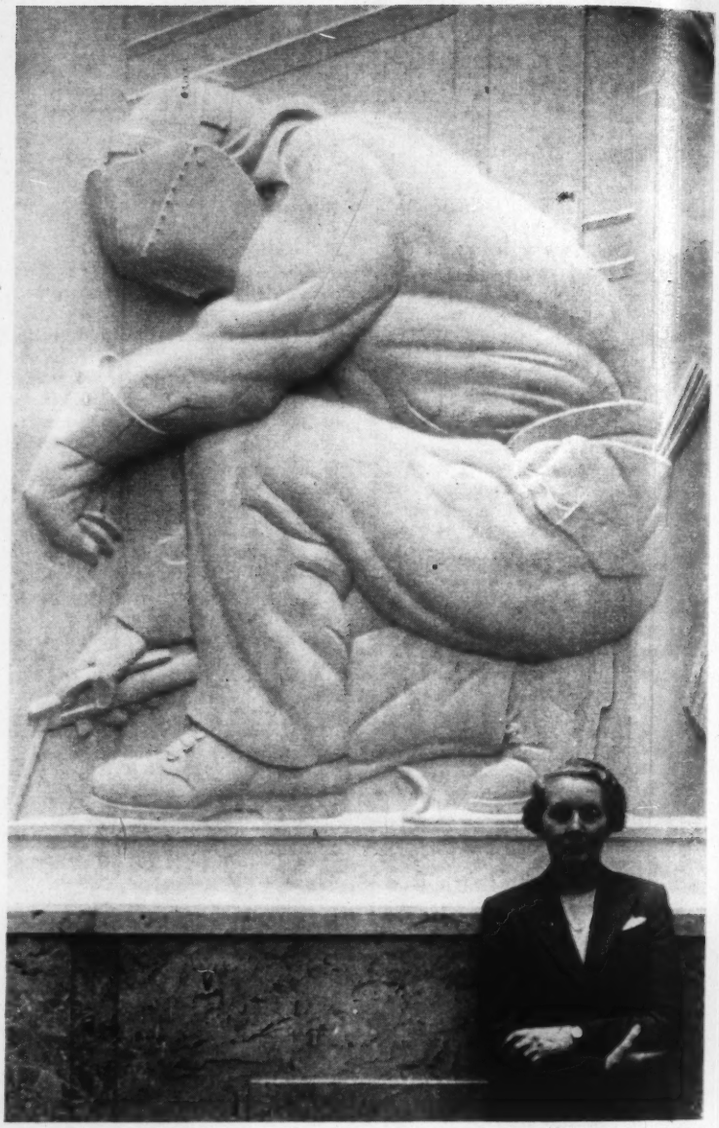
SOVEREIGN POTTERS CANADA

A creation of

SOVEREIGN POTTERS

HAMILTON ONTARIO

Fine Earthen Dinnerware Since 1933



—Greenhill

JACOBINE JONES and one of her plaques executed for the Bank of Nova Scotia, Toronto. One of eight, modelling took a year, final carving, six months.

ART AND COMMERCE

MODERN SERMON IN STONE

by Paul Duval

FURTHER evidence that Canadian commerce is alerting itself to the importance of allying art with its endeavors, is the recently installed series of eight plaques which adorns the new Bank of Nova Scotia building in Toronto. Designed by sculptress Jacobine Jones, it depicts in relief the various phases of Canadian endeavor.

The number of important Canadian sculptors executing commissions for architectural projects can almost be counted on one hand. Of these few, Jacobine Jones contends closely for top honors. Born in London, England, 53-year-old Miss Jones assumed sculpture seriously at the relatively late age of 27. Her first interest was prompted by early travels on the Continent with her mother, particularly on visits to the Pitti Palace and the Uffizi in Florence. After studying in Italy and Denmark, she attended the Regent Street Polytechnic in London for four years of study.

Jacobine Jones's first commission in Canada on her return in 1932 was for a plaque that decorates the Gore Fire Insurance Building in Galt, Ont. Since then, a series of outstanding sculptural tasks have been assigned to her. Among her most important commissions have been the Bank of Canada Building in Ottawa, the Canadian Pavilion at the New York World's Fair, the recently completed Ontario Archives Building and Toronto's Our Lady of Mercy Hospital. Among Miss Jones's most important exhibition pieces are "Black Cavalry" and "Saint Joan". The former was exhibited at the Royal Academy and the Paris Salon, the latter was purchased for the permanent collection of the Kelvin Museum, Glasgow. The sketch model for her "Flight Into Egypt" is in the Royal Ontario Museum.

AS CANADIAN STAR: Unstudied prettiness.

WORLD OF WOMEN

What Has Hollywood Done to Gisele?

by Gisele Mackenzie

THE NEW GISELE: Diet, change of hair style and make-up, have resulted in more streamlined look.

WHEN I VISITED my family in Winnipeg for a couple of weeks this summer, I was asked endless questions about Hollywood, my new home. People are fascinated by the thought of the place, are anxious to see how such glamorous surroundings affect a person who has lived all her life in Winnipeg and Toronto. They wanted to know if I'd changed habits, my likes, and dislikes, my hobbies and my general activities.

Well, I suppose in a small way I have, but in a general way I still do very much the same things I did back home. I've met some nice people, love to entertain them, cook, go to movies, shop for clothes, read and teach my dachshund new tricks. There are more things to do in connection with my work in Hollywood—interviews, pictures, visits to the disc-jockeys, television appearances, benefits, recording sessions and radio broadcasts.

A radio broadcast was, of course, my reason for moving to Hollywood, an informal gay little program called "Club 15," with Bob Crosby, the Modernaires, Del Sharbutt and Jerry Gray and his orchestra of hand-picked musicians. I appear Mondays, Wednesday and Fridays of every week. The other two nights, Jo Stafford sings.

She is, by the way, one of the "nicest people you could meet." Even with her Cadillac and mink coat, she is a simple, unaffected, quiet girl who reads a lot and plays bridge with the musicians between rehearsals. On my opening night last April, she sent me a lovely orchid for good luck. Not every big artist would be so thoughtful.

Bob Crosby is a *typical* Crosby, relaxed and colorful, especially in the choice of his shirts. Every day we expect him to arrive in an even louder shirt than the last and we're never disappointed. He usually has a choice story to tell the gang, and really knocks himself out laughing. The favorite with everyone is Del Sharbutt, of the cheerful face and bright smile. He is our announcer. His tall tales of fishing keep everyone laughing.

I mean it when I say Campbell's Soups "Club 15" is one of the friendliest programs a radio performer could be on and I felt this from my very first show. Things are smooth and well run. Rehearsals are without tension. The whole atmosphere of the show is one of a happy family.

But back to Hollywood with its beautiful stores, low buildings, rolling lawns and palm trees.

It is not inhabited by the movie stars. They have migrated to Beverly Hills, Bel Air, Brentwood, Westwood and the San Fernando Valley. But they do come into Hollywood for occasional shopping, or radio and television appearances.

You sometimes see the stars lunching at the Hollywood Brown Derby. It's quite a clubby and gay place with producers, directors, song pluggers, actors, publishers and singers all reading or looking for their names in the trade papers, and com-

"CLUB 15" REHEARSAL: Gisele, Jerry Gray, Bob Crosby l., discuss the script.

peting for the title of "person-paged-most-often-in-the-Brown-Derby."

Naturally in Hollywood informal glimpses of the stars are not at all unusual. But it is surprising, somehow, to see Jack Benny in a Cadillac convertible instead of his much publicized "Maxwell." And it is startling to see Cornel Wilde emerge from the corner luncheonette complete with long hair and beard, no doubt for some period picture. In a department store or specialty shop you're bound to do a double-take when the salesgirl addresses the shopper beside you as "Miss Lamarr" or "Miss Colbert."

IT IS DISTRACTING in church to watch Rosalind Russell reprimand her small son for not paying attention, and pleasant to realize that the helpful gentleman who helped you park your car was Gene Autry. It's exciting to watch a movie and suddenly to notice the leading man is seated across the aisle.

And it's most exciting of all to be recognized and asked for an autograph. If anyone pretends this isn't a thrill, they're not telling the truth.

In Hollywood radio, there is a lot more publicity than there is in Canada. For instance, at CBS the Publicity Department is constantly printing items of interest about the stars, pictures are taken regularly and enormous portraits of all their top performers line the long corridors. The stars go to previews and openings as part of their routine and give out endless interviews on every subject under the sun. The networks do this to build their stars and show them off, thus enhancing their stature and popularity. Since the competition is very keen, an artist can never relax.

But in the last analysis, Hollywood and Hollywood stars aren't as mysterious as the legends would have them.

For instance, when Capitol Records told me I was to sing duets with Gordon Macrae, I was a little afraid to work with him. After all, it's difficult to sing a love song with someone you've just met. Perhaps I expected a movie star attitude on Gordon's part. To my surprise, he shook hands, smiled and after a short rehearsal, I felt I'd been working with him for years.

Mario Lanza also has been very kind, considerate and friendly to me during the weekly Coca-Cola series. A fiery, virile singer, he is certainly one of the most colorful and intriguing personalities to gain great, quick and well-deserved fame in a long time. His little-boy grin and simple charm are part of the genuine spark that the public recognizes and loves.

He, like all Hollywood stars, knows he must constantly top his competitors or he will be topped by them. Whatever this may do to some people's personalities, it results in an alive and aggressive industry.

TELEVISION is a comparatively new field to everyone, and especially to me. And it's really just coming into its own on the West Coast. So far, I have appeared in about a dozen TV programs. My first reaction was one of complete confusion; microphones, booms, props, cables, lights, cameras and people hanging from everything. After seeing the first kinescope of myself, I decided to diet, to change my hair style and to be a little more subtle in my facial expressions when singing.

I feel in my few months in Hollywood I have learned many things, but I know I've only scratched the surface. However, I'm sure I'll continue to learn because one of the really great things about Hollywood is that group of unseen stars—writers, directors, cameramen, sound engineers, electricians, technicians of all kinds—who are of endless and invaluable aid to a performer. These masterminds can always sort out the good from the bad and get confusion to make sense.

And no matter what anyone says or writes, Hollywood makes a lot of sense. Its glamour, its inspiration, its know-how and its handwork supply the whole world with a great deal of much needed entertainment. Take what you like and leave what you don't, but always remember there are lots of different tastes and Hollywood tries to cater to them all.

Has it changed me? I don't know. But this I do know—I find Hollywood stimulating, exciting and enjoyable. And I like it.

EVEN *to Gisele, Canada's No. 1 chanteuse, it was a surprise. First she knew about her new $20,000-a-year (or thereabouts) job was when she was contacted last spring by an agency. A week later she was on her way to Hollywood with a five-year contract. And how is she doing? According to* Variety, *"bible of show business", her singing is "sock". From* Variety *there is no higher praise. Winnipeg-born Gisele's family name, LaFleche, was changed to Mackenzie by Hollywood.*

COLLECTORS ITEM

TICKETS FOR TOPERS

by Will Barker

"WORMWOOD", the name of a wine mentioned by Samuel Pepys in his diaries, doesn't sound like an attractive drink. But when you find it engraved on an early silver wine label, or "Bottle Ticket", then you have a collector's item—one that would probably be among the very first metal wine labels made.

Wine labels as we know them today, and as sold by the modern jeweller, didn't come into being until between 1739 and 1760, around the time crystal decanters were first used. Previous to this time, the bottle of wine itself, generally of white Delftware, carried the name of the wine painted on it in blue.

Then came the first step in the evolution of the true wine label. It was a little tag of Delftware with a chain for suspending it around the neck of the bottle and had the name of the wine on it.

Then, late in 1739, John Holland made the first known silver wine label. Soon other silversmiths followed, making labels of simple design which usually carried only the name of the wine. They were generally rectangular in shape, and bore names like "Cowslip", "Mountain" and "Tinta"—wines no longer made by any vintner. Labels with such names are extremely valuable.

Soon these simply - designed labels gave way to more elaborate ones, both as to ornamentation and shape.

Some of the makers of these shield-shaped and octagon wine labels, together with the crescent and rarer kidney-shaped ones, were John Holland, Henry Bailey and Stephen Walsh of Cork, Ireland. These labels carried only the maker's initials and the lion *passant*, though many of them were not marked at all.

Then in 1784, an Act of Parliament was passed that required English makers to trademark their labels. This act also gave them the official name of "Bottle Tickets".

These first "Bottle Tickets" were hung from the decanter by a silver chain, the commonest form of securing the label to the bottle. Later a ring of silver was sometimes used, and also a splayed silver hoop. Ring labels were made in London by S. Bates during the late 17th century.

Some time between 1774 and 1784, Hester Bateman brought out a new design in wine labels. She placed a little silver shield above the tag bearing the wine's name. This shield was often engraved with the family crest.

Next after the "new" Bateman design, which was immediately pirated by other makers of wine labels, came the leaf designs, perfected by Edward Edwards. He used one large grape leaf and two smaller ones on his labels. This design and another of a fox and grapes, made by R. Gerrard, became very popular. Then, as time went on, wine labels became even more elaborate. They were made in such forms as a lion's head, shells, fruit and flowers.

AND all the while the makers' of sterling labels were busy, plated labels were being turned out, too. The first Sheffield plate label was made around 1773. And, except in very rare instances, plated wine labels are not worth collecting. The old ones are generally badly worn and show the copper on which they were plated. There are a few Sheffield designs, however, that would make a fine addition to any collection, should a collector be fortunate enough to pick one up. These are the grape and leaf design labels.

Another type of wine label that is exceedingly rare is the silver gilt label. John Reilly and Thomas Robbins made some intricately-designed affairs of flowers and foliage, which would be an addition to any collection.

These fascinating little items have many things to command the collector's attention. Although relatively inexpensive they are fine examples of the silversmith's art. Then, too, their size is another thing in favor of collecting them. For the collecting of wine labels is not a hobby which takes up space, although it is one that is worthwhile and fun. And for topers, they are an identifying accessory that marks a discriminating drinker.

BRAIN-TEASER

WITH FLINT AND FEATHER

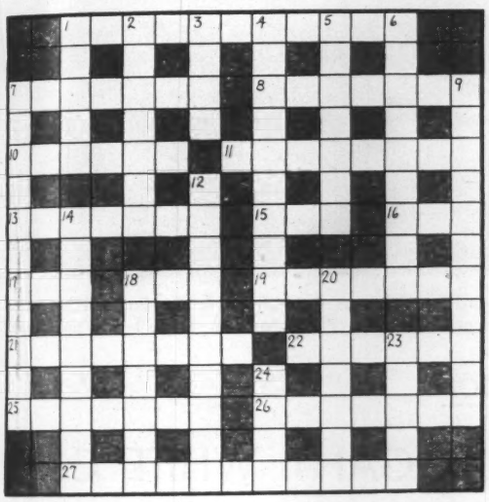
by Louis and Dorothy Crerar

ACROSS

1. Not the smoke of battle. (4,2,5)
7. A covered pioneer? (7)
8. This oxide is lime. (7)
10. No bait? Then go get it! (6)
11. Was the bride, with the man in the tub? (8)
13. A vehicle a-head of 8. (7)
15. It's put on backwards. (3)
16. Nothing in particular? On the contrary! (3)
17. The skin 4 loved to touch, perhaps. (3)
18. Precedes what sounds like a super fog. (3)
19. Was his a wick-ed slave? (7)
21. It's bound to happen that the net value will adjust itself. (8)
22. Certainly doesn't sound a false doctrine. (6)
25. Later one may need it, when supper begins with wine. (7)
26. Of Canadian painters, most honorable, in short! (7)
27. Does the Indian make his at a hotel? (11)

DOWN

1. Sound get-up? (5)
2. Caption for an Indian. (7)
3. He was aroused by the blood of an Englishman. (4)
4. Capt. John Smith owed his life to her. (10)
5. Admitted everything was due? (7)
6. 4 did from America to England. (9)
7. Construction of strange motets proved the Indians to be. (4, 7)
9. A medico in name has nothing to lose reverting to type. (8,3)
12. "Candida" is, compared to "Mrs. Warren's Profession". (10)
14. Is this "upper" dispensed by 9? (3, 6)
18. Father takes a snort getting up! (7)
20. I can follow a prior in his reasoning. (1, 6)
23. Ghost writer? (5)
24. The stowaway out west lost his direction. (4)



Solution to Last Week's Puzzle

ACROSS

1 and 4. Home on the range
10. Picture
11. Cayuses
12. Loiterer
13. Dogies
15. Negates
18. Dreary
20. Bronco
22. La Scala
24. Beulah
25. Pharisee
29. Saddles
30. Trigger
31. Repented
32. Levity

DOWN

1. Hopalong
2. Mocking
3. Ovule
5. Hack
6. Roy Rogers
7. Nastier
8. Eases
9. Gene
14. Idol
16 and 26. Ten-gallon hats
17. Shot
19. Zane Grey
21. Roundup
23. Assagai
24. Baser
26. See 16
27. Rhine
28. Isle

(184)

DISTAFF

FLASH-BACK WITH ROSES

ROSES in your life . . . that was the theme of the rose display at the Royal Winter Fair in Toronto. About 20 different kinds of roses were used on a series of steps—with appropriate props to tell the story. HELEN HUTSON WEBER of Roses Incorporated thought Canadian women would like to reminisce about the roses they have received. Hence the idea. And the story starts with the roses "shared with my Mummy when I was born" and goes on through the roses carried as a tiny four-year-old flower-girl . . . to your first prom, when roses helped give you confidence . . . to your graduation, your engagement, your wedding . . . to the first night you entertained the boss and roses graced your table . . . right up to your golden anniversary.

■ Recently the Kitchener-Waterloo Club was hostess to the 18th District of Quota Club, International when MRS. GEORGE S. FENTON, Past President of the Quota Club of Ottawa was elected Governor.

■ Winnipeg-born GENEVIEVE BARRE is the new President of the Montreal Branch, Canadian Women's Press Club. She's a graduate of McGill, with an MA from NY's Columbia University. She spent a year in post-grad work at the Sorbonne; visited European countries for the International Bureau of Research and Education; taught school in Pennsylvania; attended NYU Radio Workshop. This led to a job with the CBC. Now she is in their Press and Information Department but manages some radio writing—as "940 on the Dial." Retiring President is HELEN MURPHY, Women's Editor of *The Herald*.

■ The Toronto Branch of the Canadian Women's Club sponsored the opening night of the first Canadian appearance of Metropolitan Opera's "Fledermaus"—the third "first" arranged for the Club in three successful years by columnist MARGARET AITKEN of *The Telegram*. The other two were the first presentation of Sadler's Wells Ballet and the first outside-Montreal — and pre-Broadway —presentation of Fridolin's "Ti-Coq."

■ Opening the same night as "Die Fledermaus" was the première of the National Ballet Guild, under the direction of CELIA FRANCA, formerly with Sadler's Wells. She herself danced the lead in her own choreographed "Dance of Salome." Principal dancer in "Les Sylphides" was LOIS SMITH of Vancouver.

Elizabeth Arden

Enchantment in

PERFUME

There *is* a Santa Claus . . . and no gift can be more enchanting to a lovely lady than *his* . . . of a rare and memorable perfume bearing the famous name of Elizabeth Arden.

"MY LOVE" . . . from France comes Elizabeth Arden's newest, most romantic fragrance . . . great elegance in an exquisite plumed bottle **$8.75 to $43.25.**

BLUE GRASS . . . world-renowned . . . distinguished . . . the gift with a Kentucky air . . . handsome in a square-cut crystal bottle . . . **$6.00 to $77.75.**

WHITE ORCHID . . . a flower fragrance to carry your Christmas wish with a delicate air . . . exquisitely nestled in a French quilted satin case . . . **$9.75 and $19.00.**

Elizabeth Arden

SIMPSON'S, TORONTO

And At Smartest Shops In Every Town

A. W. MILES

Funeral Director

SERVICES ARE HELD UNDER IDEAL CONDITIONS

This chapel is commodious, convenient, beautifully and appropriately appointed. Equipped with pipe organ. The chapel is completely Air-Conditioned.

CREMATION CAREFULLY ATTENDED TO IF DESIRED

30 ST. CLAIR AVE. WEST, TORONTO

PR. 2569 PRIVATE PARKING PR. 4213

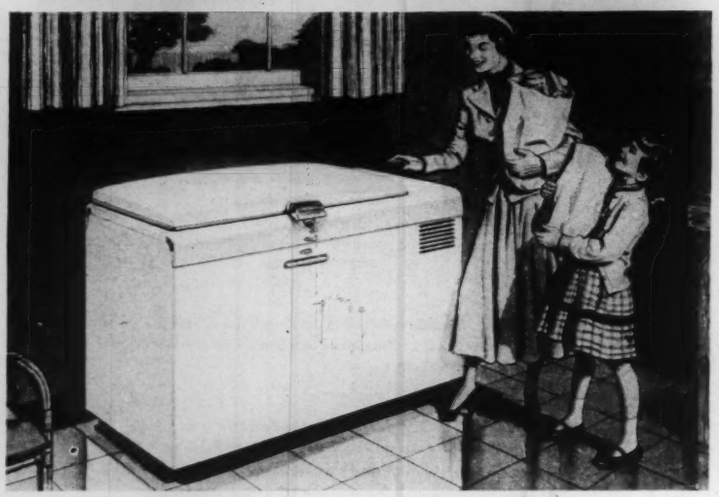
■ Canada will be represented at the Olympic and world figure skating championships this winter by SUZANNE MORROW of the Toronto Skating Club.

■ Second prize in the One-Act Playwriting Competition sponsored by Vancouver's Community Arts Council went to MRS. D. Y. SIMPSON. Mrs. Simpson took up library work after graduation from U of Saskatchewan; came to Vancouver two years ago. This week she saw her "The Gill-Netter" in the Arts Council's production of the two winners. Director of her play was DOROTHY DAVIES.

■ After she graduated from Winnipeg General Hospital School of Nursing and McGill University, HELENA REIMER of Steinbach, Man., set out for out-of-the way places. She worked for UNRRA in Egypt and China. Then she came back to her alma mater hospital as Assistant Superintendent of Nurses. Now she's to far places again—in Indo China. There she is Nursing Consultant for the World Health organization.

Finest "Family" Gift of All ... a

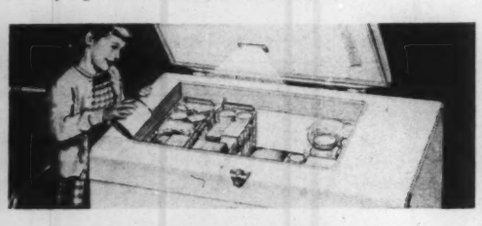
FRIGIDAIRE FOOD FREEZER



She'll thank you every shopping day . . . every time unexpected guests drop in . . . every time she serves garden-fresh peas in January or asparagus in October. And you'll thank *yourself* every time you come home with fish or game.

There just isn't a finer "family" gift than a Frigidaire Food Freezer. Look at its smart styling by Raymond Loewy, the lastingly beautiful Dulux finish. Lift the counterbalanced lid with a finger-touch and see how this 8.8 cu. ft. model holds 308 lbs. of frozen foods — yet keeps food easy to see, easy to reach.

Notice, too, the automatic interior light — the special fast-freezing shelf — the two handy, sliding storage baskets — the automatic signal-light — latch with built-in lock. And this freezer is powered by the Meter-Miser — sealed in steel and oiled for life, never needs attention.



She can buy and freeze food in quantity when prices are low. She'll always be ready for emergency meals. And she'll discover dozens of other ways this freezer saves hours, dollars and energy. It's indeed the "ultimate" in family gifts!

Learn about the Frigidaire Food Freezer at your Frigidaire Dealer's. Also, see the other Frigidaire Appliances. Or write Frigidaire Products of Canada Limited, Leaside, Ontario.

Simplest cold-making mechanism ever built — that's the Meter-Miser. It's the heart of Frigidaire Food Freezers — the same money-saving mechanism that powers Canada's No. 1 Refrigerator. Sealed in steel, oiled for life. Backed by 5-Year Protection Plan.

FRIGIDAIRE Food Freezers

are made only by General Motors

—Max Sauer

ROYAL SAPPHIRE FOX CAPE which was the gift of Prince Edward Island to Her Royal Highness Princess Elizabeth. PEI is famous for its many fox farms.

CONCERNING FOOD

AN ELEGANT WHITE CAKE

by Marjorie Thompson Flint

SOME LIKE Christmas cake white. Some like it dark. We like it in any hue just so long as it's full of fruits and nuts. Here is a recipe for a White Christmas Cake—an elegant one that you might like to use for an "open house" evening, keep in reserve for unexpected guests, or serve on C-Day.

It can be baked in a 10-inch tube pan, but we choose to divide the mixture between the large and medium-sized cake tins of the set of three (Christmas cake tins). Evening before the day you make the cake you do the necessary fruit preparation.

- ¾ lb. almonds (3 cups)
- ¾ lb. candied cherries
- ½ lb. candied citron peel diced
- ½ lb. white or bleached raisins (1½ cups)
- ¼ lb. candied pineapple or 1½ cups well drained diced canned pineapple

Blanch almonds in boiling water, remove skins and split in half lengthwise (some almonds come apart obligingly of their own accord.) It isn't necessary to cut the almonds any smaller since they will slice nicely in the cake if left this size. Cut cherries into two or three slices depending upon size. Use the prepared diced citron peel and buy it as green in color as possible. Wash the raisins and let dry overnight on paper towelling. Slice candied pineapple in thin strips or, if using canned pineapple, drain overnight.

Grease and line with two layers of heavy brown paper (also thoroughly

Make a CHRISTMAS SPLASH with your New

SPARKLETS

REFILLABLE SYPHON

It's smart — and thrifty — to make your own soda in a Sparklets Syphon. Refilling takes next to no time: fill with water, 'charge' with a Sparklets Bulb — and a syphon of fresh, zesty 'soda' is yours.

Standard Wire Mesh Syphon, Chrome Top $17.50

De Luxe Streamline all-metal Chrome Syphon with tray $27.50

Bulbs — Box of 12 — $1.75

SPARKLETS Refillable SYPHONS

Canadian Distributors:
PALMERS LIMITED,
730 Wellington St., Montreal.

Toilet Soap

Three handsome-size cakes, long lasting because Roger & Gallet Soap is solid, hard, dry throughout. In a choice of famous fragrances.

ROGER & GALLET

PARIS—LONDON—SYDNEY—
BUENOS AIRES—NEW YORK

General Agent for Canada, J. Alfred Ouimet, 84 St. Paul St. E., Montreal

TURCO-PERSIAN

RUG RENOVATING CO.

Gentle, safe cleaning of

ORIENTAL
DOMESTIC
RUGS

Alterations and
Weaving of Damaged
Rugs Our Specialty

166 DUCHESS ST.
TORONTO

PL. 8529 - PL. 8520

GERANIUMS

18 VARIETIES 20c

Everyone interested in houseplants should plant a packet or two of our Geranium Seed. We offer a gorgeous mixture containing Dazzling Scarlet, Flame Red, Brick Red, Crimson, Maroon, Vermilion, Scarlet, Salmon, Cerise, Orange-Red, Salmon-Pink, Bright Pink, Peach, Blush Rose, White, Blotched, Variegated, Margined. Easy to grow from seed and often bloom 90 days after planting. (Pkt. 20c) (2 for 35c) postpaid. Plant now. SPECIAL OFFER: 1 pkt. as above and 5 pkts. of other Choice House-plant Seeds, all different and easily grown in house. Value $1.25, all for 65c postpaid.

FREE OUR BIG 1952 SEED AND NURSERY BOOK 15W

DOMINION SEED HOUSE
GEORGETOWN ONT

STUDY AT HOME FOR A DEGREE!

With the expert help of Wolsey Hall Postal Courses, you can obtain a Degree from the University of London (Eng.). No attendance at lectures required; only 3 exams to pass. Over 12,500 successes at London exams 1925-50. Prospectus from G. L. Clarke, B.A., Director of Studies, Dept. OS. 29.

WOLSEY HALL, HAMILTON, ONT.

greased with unsalted fat or salad oil) the large and medium-sized Christmas cake tins, or one 10-inch diameter 4-inch deep tube cake pan.

Before retiring for the night remove butter, eggs and shortening from the refrigerator.

The next day—

Sift and measure 4 cups bread flour (all purpose). Mix ½ cup with the prepared fruits and nuts in a large bowl. (Use your hands, please.)

Assemble the remaining ingredients.

¾ cup butter
¾ cup shortening
1 tbsp. almond extract
2 cups granulated sugar
6 egg yolks
½ cup milk
½ cup brandy
6 egg whites
1 tsp. cream of tartar

Set oven at 275°F—very slow.

Cream butter and shortening until well blended. Add almond extract and then work in the sugar gradually until mixture is light and fluffy. Beat egg yolks slightly with a fork and add gradually to shortening mixture, beating well after each addition. Combine milk and brandy and add alternately to butter mixture with the remaining 3½ cups flour.

Beat egg whites until foamy and add cream of tartar. Continue beating until whites will hold their shape but are not stiff.

Add batter to fruits and nuts and mix thoroughly. (Use both hands again, please—messy but necessary.) Fold in egg whites and pour batter in prepared cake tins or tin.

The baking:

Place a pan of water on the lowest rack in oven and place second rack in middle position. Arrange cakes near front of oven. Bake the medium-sized cake 2 hours and large one 3 hours. Replenish water in pan in oven when needed. Don't forget this pan of water—it makes a big difference to the texture and moistness of your cake.

When cakes are baked let cool before removing from tin. Allow them to become cold before wrapping in wax paper and storing in crock or tightly covered tin box.

■ Super-quick mix (not available in Canada yet) is right from the magician's bag of tricks. An instant pudding which requires no cooking! Simply beat one package (flavors—chocolate, vanilla and butterscotch) into 2 cups cold milk for about 1 minute. Let stand at room temperature for a few minutes, chill, and serve. Texture is soft and mounds nicely—in fact similar to what we expect in a milk pudding. Flavor is excellent with no evidence of uncooked starches.

■ One of most effective dentifrices on the market is the apple. An apple cleanses both teeth and gums—especially the place of contact between teeth and gums. It also removes particles between teeth and coats the teeth with pectin. Most of the vitamin C in apples is usually in or just under the peel so small apples with a greater percentage of skin are richer sources of the vitamin.

WEDGWOOD

A LIVING TRADITION

A pattern of fresh green leaves and strawberry blossoms centered on the Patrician Queen's Ware shape which you can buy readily. No wait for delivery. If it is not in your nearest store write for name of dealer.

WINCHESTER
Five piece place setting $4.10

JOSIAH WEDGWOOD & SONS CANADA LTD.
363 BAY STREET, TORONTO
MADE AT BARLASTON, ENGLAND

AVAILABLE AT LEADING DRUG AND DEPARTMENTAL STORES

let Everyone
sit down and
Enjoy Christmas
GIFT LIST
GIFT CHAIRS FROM THE WIDE SELECTION AT EATON'S
CANADA'S LARGEST RETAIL ORGANIZATION — STORES AND ORDER OFFICES FROM COAST TO COAST

VOLUNTEERS

Over Wall of Fear

by Gordon Sinclair

A SMALL GROUP of enlightened women in Manitoba have paved the way to what may become a new avenue of volunteer service for women elsewhere. At Manitoba's Selkirk Mental Hospital a project, believed to be unique in Canada, is being carried out with considerable success.

Thanks to the determination of a Winnipeg woman, Mrs. Walter H. Rice, a group of interested citizens is breaking down the wall of unreasoning fear which still exists between the mentally ill and the rest of the world. They are doing it by bringing to patients at the institution a program of recreational therapy work, and results are evident in a new, brighter outlook among the inmates.

WITH THE aid of four other women, Mrs. Rice started from scratch in January, 1951. Their organization, known as SHARE (Selkirk Hospital Auxiliary Recreation group) has now grown to the point where community groups have joined in the volunteer work to aid patients in their fight against mental diseases.

Although similar groups have been in operation for years in the United States, there are no other volunteers doing the same type of work in Canada, so far as Mrs. Rice knows.

When the women made their first trip to the Hospital 22 months ago armed with boxes of magazines, books and cigarettes, patients and staff were astonished and delighted. With the approval of Dr. Edward Johnson, Superintendent of the institution, weekly visits were begun at that time. All forms of recreational equipment, including games, records, a record player and prizes were brought by the volunteer visitors.

BUT EVEN more rewarding to patients than the opportunity to join in organized recreation was the knowledge that the community as a whole did not reject them. A sense of guilt or fear of public disapproval and intolerance is in some measure present in most patients leaving mental institutions.

Work of the volunteers at Selkirk may well suggest similar work to other groups across the country. Certainly there is no lack of opportunity, for this field of voluntary effort is a large one. There are 55 mental institutions in Canada and, as of December 31, 1947, 50,203, patients in them.

In Manitoba the presence of volunteers in Selkirk Mental Hospital is doing much to assure the patients that the community is willing, and anxious, to have them return to it.

■ New national President of the affiliated May Court Clubs of Canada is MRS. JOHN JACOBSEN of St. Catharines, Ont.

GORDON SINCLAIR, *a Manitoba newspaperman, is on the staff of the* Winnipeg Free Press.

LIGHTER SIDE

THAT BEAUTY TIE-UP

by Mary Lowrey Ross

THERE was a loud grind of brakes, then an ominous second or two of silence, followed by the familiar crash. Miss A. and I hurried to the window. As usual a car stood with its hood jammed against the battered old elm tree at the corner. The other car lay across the road on its side, its wheels still spinning. Presently the owners of both cars crawled out, shaken but apparently whole.

"Nobody hurt!" Miss A. said in a rather flat voice, and added quickly, "Thank Heaven!"

We stood and watched the crowd assemble. As always, they came from everywhere and nowhere, some apparently springing directly out of the pavement. A neighbor leaned over the verandah railing and gazed and gazed, revolving cake mix in a bowl. A housewife from down the street, caught in the initial stages of a home permanent, arrived with her head wrapped in a towel. By the time the police-car appeared two or three hundred people had gathered.

"And not half of them—probably not a third — would bother to turn up in a polling booth on election day," Miss A. said.

"Well you must admit there's nothing very dramatic about a polling-booth," I said.

I had given the subject considerable thought, and I went over it later at tea. "You go into the average polling booth in our district and it's somebody's front parlor. They've taken up the rugs and moved the furniture out and put newspapers on the floor and you do your voting behind a bed-sheet in the corner—"

"Well what about it? You don't expect the owner to stay and serve tea do you?" Miss A. asked.

"Not necessarily," I said, "but she doesn't need to make off with the tri-light and the mantel-clock and the china menagerie on the window-ledge, as if the electorate weren't to be trusted. Even the pencil stub is attached to a piece of string. No personal touch, except the touch of suspicion. No showmanship. Everything reduced to the bleak necessities of official arrangement."

"That is no excuse whatever for neglecting one of the highest duties of citizenship," Miss A. said.

"Possibly not," I said, "On the other hand what harm would it do to employ at election time the imaginative promotional ideas used in practically every other field of human interest? Why not an Election Queen? Why not a Miss Polling Booth for every polling-booth in the riding?"

"Because it would cheapen and vulgarize the whole conception of government," Miss A. said indignantly. She took the lid off the teapot and, glancing inside, made a face. "Tea-bags again," she said.

"There's nothing the matter with tea-bags," I said. "It's merely a matter of prejudice. You don't happen to like them because you have never been sold the idea by a beautiful girl named Miss Tea-Bags."

"Oh rubbish!" Miss A. said crossly, but I continued, "For years promotion experts have recognized that the best way to interest the public favorably in an idea is to tie it in with a beautiful girl; and surely when Industry has led the way, Government and the public should have enough imagination to follow. If you can have a Miss Aluminum Alloy or a Miss Non-Drip Marine Engine Oil, why not a Miss One-Cent Government Milk Subsidy, or Miss Reorganization of the Freight-Rail Structure, or Miss Resale Price Maintenance at the Manufacturing Level!"

"I still don't see what it would accomplish," Miss A. said impatiently.

"It would brighten the whole dull face of politics and public life!" I said, "Think what a beautiful Miss Flue - Cured Ontario Tobacco could accomplish in helping remove the new cigarette sales task. Then if the Government wanted to get into the the act it could pick a Miss Anti-Inflation and put her on the screen to explain the two billion-dollar surplus."

"Miss Anti-Inflation!" Miss A. said scornfully. "Why not, Mr. Abbott's Miscalculation? Or Mishandling of our National Finances. Or Misuse of the Powers of Government Majority?"

"Because you couldn't tie it in with a beautiful girl," I said.

Miss A. finished her tea and returned to the window. A tow-truck had arrived and was hauling away the wreck by the elm-tree. The other wreck had been righted and now leaned against the curb. The crowd continued to mill about it, still pleasurably excited by its mashed radiator and hanging fenders.

"Violence and beauty," I said. "It's hard to say which is more enchanting."

"Not in a civilized community," Miss A. said.

"Even in a civilized community," I said, "I doubt if people would rush out to meet their civic responsibilities half as enthusiastically as they would to a good motor accident."

Relieve the PRESSURE of Neuralgic Pain!

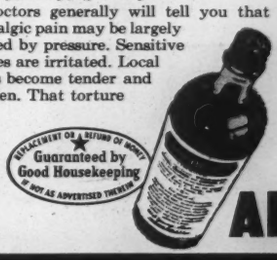
● When the tense, pressing agony of neuralgic pain strikes, you want relief *in a hurry*. And here's a way to get it—*quickly, easily, effectively*.

Doctors generally will tell you that neuralgic pain may be largely caused by pressure. Sensitive nerves are irritated. Local areas become tender and swollen. That torture you feel is simply Nature's call for help.

You can get blessed relief—*fast*—by rubbing Absorbine Jr. on the sore, swollen areas. It actually helps to *counter* pressure which may be causing your misery. At the same time, it warms and soothes those pain spots. The speed with which it works will amaze you.

Thousands rely on Absorbine Jr. for its quick, comforting relief from neuralgic and rheumatic pain, from sore, aching muscles. Only $1.25 a bottle at all drug-stores. Get Absorbine Jr. today.

W. F. Young, Inc., Lyman House, Montreal.



ABSORBINE JR.

THE SCOTCH WITH A HISTORY!

Old Smuggler

SCOTCH WHISKY

So precious you'll never waste a drop

JAS. & GEO. STODART, LTD.
DISTILLERS
FORRES, DUMBARTON AND GLASGOW, SCOTLAND
ESTABLISHED 1835

IMPORTED FROM SCOTLAND

THEATRE

THE $1,000 PLAY PREMIERE

by Margaret Ness

LONDON LITTLE THEATRE premièred their $1,000 Canadian play this month with rewarding success. Readers will remember that last year LLT sponsored the most ambitious Play Writing Contest to date in Canada. But prize winning plays haven't always proved good theatre.

"Shadow of the Tree" was both. Playwright Joseph Schull has fashioned a moving and absorbing drama that completely held its first-night audience in that quiet stillness of mental participation. The play is a play of ideas but not to the detriment of action. Things happen. And Schull knows the need of relieving humor.

Two things interested me particularly. One was theme. This is a Canadian play. The people sounded and acted like Canadians. They even mentioned a business trip to Toronto. But the theme had a universal appeal: Is the world worth dying or living for? Schull's first play, "The Bridge" had this universality too. It is encouraging to find that Canadian playwrights are becoming more confident that they can handle the larger scene.

The play itself fascinated me. As it developed I could see, I thought, how any one of three characters could actually dominate. This is curious writing. Usually there is a major focus on one character. The others may do some magnificent scene stealing but it is only scene stealing.

In the LLT's production, the blind brother becomes the focal point. This was probably Schull's intention. The most bitter and telling lines go to him until the very last scene. But the acting of Walter Massey was, in a large measure, responsible for the play domination. It was quite exciting to be witnessing the coming-of-stage-stature of this young man, son of Denton Massey and cousin of Raymond. Walter is a student at University of Western Ontario; had an examination to write the next day.

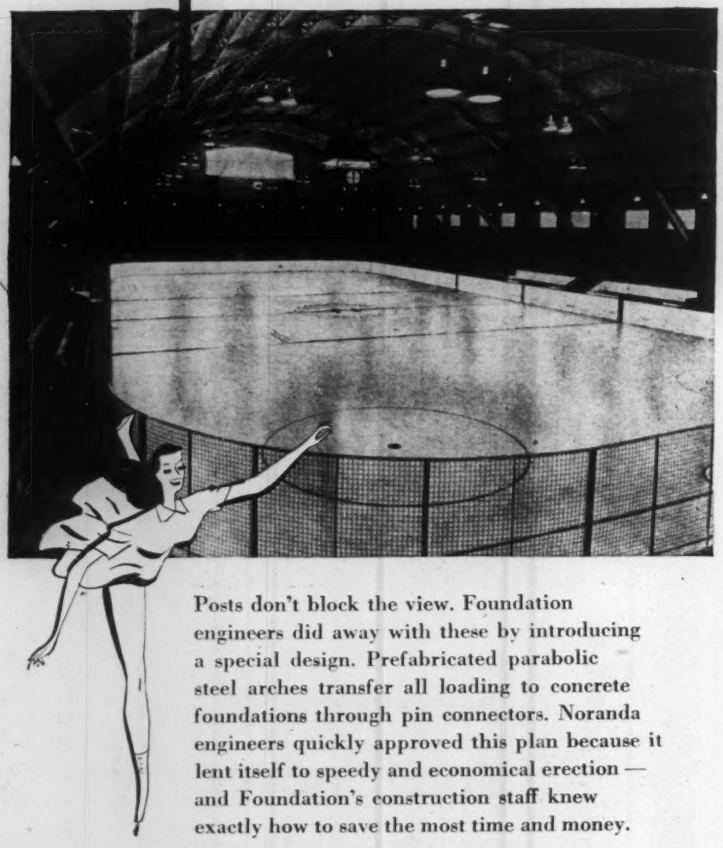
But the doctor's role was a powerful one. It was well played by Ken C. Greene, and given other direction and a strengthening of his scene, might easily have shifted the balance —provided that Massey's part had been played by a less capable actor.

And the wife's role could dominate, I think. As played by Agnes Nancekivell there was not enough warmth of character, exaggerated by a tendency to be "stagey." A really excellent actress could give the other two characters a run for their starring role money.

Another thing that pleased me was the wide interest in the presentation of a Canadian play. Drama critics Rose Macdonald of Toronto's *The Telegram*, Herbert Whittaker of *The Globe and Mail*, CBC'ers Alice Frick and J. Frank Willis were there. The latter two will be associated with the CBC Stage 52 production of the play early in the new year. And a large number of theatre-minded people had come from the surrounding district. It's definitely encouraging when a Canadian play can draw in a capacity audience and be worthy of that audience's support.

The UNUSUAL JOBS COME TO FOUNDATION

This beautiful modern arena is part of a large community centre which Foundation built for Noranda Mines Limited at Noranda, Que.



Posts don't block the view. Foundation engineers did away with these by introducing a special design. Prefabricated parabolic steel arches transfer all loading to concrete foundations through pin connectors. Noranda engineers quickly approved this plan because it lent itself to speedy and economical erection — and Foundation's construction staff knew exactly how to save the most time and money.

Foundation's Engineering and Construction services can save time and money for you too.

That is why THE UNUSUAL JOBS COME TO FOUNDATION

FOUNDATION COMPANIES CANADA

Engineering — Construction

HALIFAX · MONTREAL · TORONTO · LONDON · SUDBURY

Diluted Darkness

by Lucy Van Gogh

WINNER of the New York Critics' Circle Award for 1951, "Darkness at Noon" is the first of last season's plays to reach Canada. If Sidney Kingsley had been free to write it himself it would probably have been a good melodrama, for he has great resourcefulness in the production of theatrical effects. But he had to follow the outlines of a supposedly psychological novel by Arthur Koestler, and the psychology and the melodrama do not mix.

Neither Mr. Koestler nor Mr. Kingsley is much helped by Edward G. Robinson, as the Old Guard Bolshevik who is down to be "purged" and discovers too late what kind of a monster his Revolution has fathered. Mr. Robinson is an absolutely perfect piece of type-casting of the cinema variety; he has all the external characteristics of a mixture of Zinoviev and Trotsky and two or three other intellectuals of the Communist Dawn. But he does not develop.

Neither the play nor the performance lets one into the mental processes of the man in his hour of agony. What should be the climax scene, the "confession" at the microphone in open court, became an anti-climax because the motivation remained terribly obscure.

Even the clever (but tricky) scene in which the Old Bolshevik listens to the recorded evidence of the girl who loved him, and who died rather than give false evidence against him, failed because Mr. Robinson was too busy being an Old Bolshevik to bother about being a man. Old Bolsheviks, we believe, are supposed to master their feelings in the interests of the party, but they are not supposed to have none.

Mr. Kingsley has imported from Mr. Koestler a great deal of argumentation about revolutions, which is delivered by people who are almost as perfectly typed as Mr. Robinson. He has borrowed from the cinema a great deal of throw-back action, most of which is supposed to be passing in the mind of the Old Bolshevik, and from Tennessee Williams a great deal of transparent scenery by which we roam at will through all the cells in the prison.

In one of them is a delightful character from the Tsarist aristocracy who has only 18 years more to live in confinement without the solace of female society. It is astonishing what a lift the presence of a gentleman, even of lascivious tastes, gives to a play laid in contemporary Russia.

—London Free Press

PLAYWRIGHT Joseph Schull, Montreal, discusses his prize-winning script with director Blanch Hogg, London, prior to première by the London Little Theatre.

FROM MUSIC TO PEDIATRICS

IN THE MUSIC WORLD the news is:

■ Saskatchewan-born pianist GEORGE HADDAD is on his seventh Canadian tour. But first he took time off for a second guest artist appearance on "Piano Playhouse" — the coast-to-coast show carried over U.S. and CBC networks. Last year the RCMP flew him in to Whitehorse for a concert. He has also appeared in Europe and the U.S.

■ New President of the Winnipeg Symphony is JAMES M. SINCLAIR, a Winnipeg businessman.

■ The San Francisco Little Symphony recently played in Carmel, California. The applause was an ovation. Conductor GREGORY MILLAR is a Vancouver boy, still in his twenties. At University of British Columbia, he conducted the symphony orchestra (like Victoria's symphony orchestra conductor, Hans Gruber, who was the only student to conduct the University of Toronto orchestra). Later Millar was violinist with the Vancouver Symphony and a soloist with CBC.

■ In England, the Lunds danced their second Command Performance. BLANCHE and ALAN LUND are the Toronto husband-and-wife team who danced their way to fame in the Canadian "Meet the Navy" show. Later they appeared in "Piccadilly Hayride" in London's West End. Currently they are dancing in "Fancy Free" and made an appearance before Queen Elizabeth and Princess Margaret in the 22nd Royal Variety performance. Both the Lunds were presented to the Queen and the Princess.

HONORS: First Canadian President of the Life Insurance Advertisers Association is A. L. CAWTHORN-PAGE of Metropolitan Life Insurance, Ottawa. New national Chairman of the English-Speaking Union of the U.S. is LEWIS W. DOUGLAS, former U.S. Ambassador to Britain and a former Principal and Vice-Chancellor of McGill University.

■ For nearly five years an Alberta farm boy has helicoptered in mountainous BC. He developed new landing and takeoff techniques. He wasn't thinking of fame, only of safety. But fame caught up with him. Just recently 50-year-old CARLYLE AGAR of Vancouver won the McKee Trophy—for the most significant individual contributions to the advancement of Canadian aviation.

■ Tuxedo, a residential suburb of Winnipeg, doesn't believe in civic elections. At least it hasn't had one for 12 years. But this year perennial Mayor DAVID FINKLESTEIN decided not to run again. An election? Certainly not. CECIL LAMONT went in by acclamation. Mayor-elect is a 50-year old former newspaperman and radio station manager, now interested in grain and elevators.

■ Is a lady Mayor a lady or a Mayor when it comes to protocol? Mayor CHARLOTTE WHITTON of Ottawa decided she was a Mayor and not a lady at the opening ceremonies at Peterborough's new City Hall. She insisted visiting Mayor G. R. CHAMBERLAIN of Peterborough, England, should precede her through a door during their tour of inspection. English Peterborough's Mayor, in traditional costume of office, officially opened the new building with a golden key. During the ceremonies, a gold chain of office, the gift of GORDON MONKMAN, was presented to Ontario Peterborough's Mayor MAX J. SWANSTON. The City Hall is the gift of WILLIAM GEORGE MORROW—a gift without precedent in Canada.

■ For years DR. ALAN BROWN and the Hospital for Sick Children have been synonymous. Now Dr. Brown has given up as physician-in-chief, to return to private practice. He was also Professor of Pediatrics, University of Toronto. In fact, all but two of the professors in Pediatrics in Canada were trained under him. And his successor, DR. A. L. CHUTE, OBE, was a trainee in the Hospital for Sick Children under Dr. Brown.

CANADA'S OLDEST DISTILLERY

INVITES YOU TO TRY PR FOR

Princely Refreshment

Now . . . perfected by all the superb skill of nearly 120 years of experience . . comes a rare and luxurious whisky for your enjoyment. A whisky worthy of its distinguished name . . . PRINCE REGENT.

Ask for PRINCE REGENT . . . for *Princely Refreshment.*

PRINCE REGENT

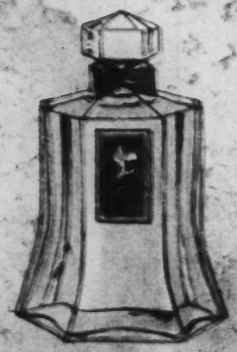
Ruled England as Prince Regent, then as King George IV from 1811 to 1830—just two years before Gooderham & Worts was founded. His fondness of lavish entertainment and unstinted luxury won him the name "The First Gentleman of Europe".

ENJOY PR FOR PRINCELY REFRESHMENT

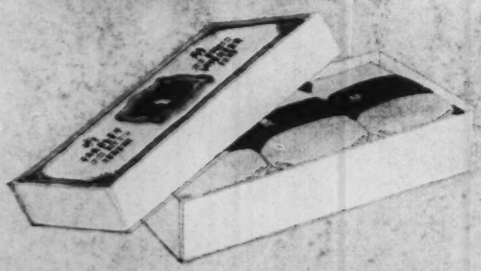
Gooderham & Worts Limited, Established 1832

P-1

Be Lovely with Lavender . . .



Yardley English Lavender is a subtle creation of Lavender and other rare and precious oils . . . blended into the masterpiece in fragrance. You can enjoy Yardley Lavender as freely as a Toilet Water—yet gain the poise you would seek from a Perfume. To enhance your charm, choose this note of gracious informality—be lovely with Lavender. Yardley English Lavender from $1.50



Lavender Toilet Soap 50c a tablet
Box of 3 tablets $1.50

Lavender Dusting Powder $1.85

YARDLEY
ENGLISH
LAVENDER